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Summer 2015

# Pride and licensing effects: when being good gives us permission to be a little bad

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Recommended Citation

Jiao, Jinfeng. "Pride and licensing effects: when being good gives us permission to be a little bad." PhD (Doctor of Philosophy) thesis, University of Iowa, 2015.
http://ir.uiowa.edu/etd/1856.

PRIDE AND LICENSING EFFECTS:
WHEN BEING GOOD GIVES US PERMISSION TO BE A LITTLE BAD

by

Jinfeng Jiao

A thesis submitted in partial fulfillment
of the requirements for the Doctor of
Philosophy degree in Business
Administration (Marketing)
in the Graduate College of
The University of Iowa

August 2015

Thesis Supervisors:  Professor Cathy A. Cole
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CERTIFICATE OF APPROVAL

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PH.D. THESIS

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This is to certify that the Ph.D. thesis of

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To my fiancé, Jacob McGlashon, my mom Derong Li, and My dad Guangqing Jiao, who have supported me with their unconditional love on each step of my life. I love you all dearly.

When pride comes, then comes disgrace, but with the humble is wisdom.

<div align="right">Proverbs 11:2</div>

ACKNOWLEDGMENTS

Without the guidance of my committee members, help from friends, and support from my family, I would never have been able to finish my dissertation.

I am profoundly grateful to my advisors Professor Cathy A. Cole and Professor Gary J. Gaeth, for their excellent guidance, caring, patience, and providing me with an excellent atmosphere for doing research. Without their guidance and continuous help, this dissertation would not have been accomplished. Additionally, their friendships and mentorships were paramount in providing a well round experience consistent with my long-term career goals. They encouraged me to not only grow as an experimentalist but also as a passionate researcher and an independent thinker.

I would like to thank my committee members, Professor Irwin P. Levin, Professor Dhananjay Nayakankuppam, Professor Alice Jing Wang, and Professor Paul D. Windschitl, for their insightful comments and suggestions since the beginning stage when the dissertation proposal was presented. Without their help, this dissertation would not have been as good. I believe that I am tremendously fortunate to have worked with these outstanding individuals and scholars, and am deeply appreciative to each of them for their important contributions.

The thesis would not have come to successful completion, without the help I received from the faculty, staff, and doctoral students at the Tippie School of Business. In particular, I would like to thank Dr. Thomas Gruca, the Director of PhD Program in Marketing, who recruited me to the program and supported me during my graduate studies. I also owe gratitude to Jay Renea, the Coordinator of the Ph.D. Program at the Tippie College of Business, and Michelle Highly, the Marketing Departmental Administrator for

their great professional experiences and continuous support. Furthermore, I am indebted to my many colleagues and friends, especially the marketing doctoral students at the University of Iowa, for their support and friendship. I am also grateful to Dr. Xingbo Li for his encouragement and friendship. Their support and care helped me overcome setbacks and kept me focused on my graduate study.

I am very much indebted to my family. I wish to thank my fiancé, Jacob McGlashon, for his unwavering love, kindness, encouragement, and support. Jacob has been a true and great supporter and has unconditionally loved me during my good and bad times. Without his patience and sacrifice, I could not have completed this dissertation. I am also extremely grateful to my father, Guangqing Jiao, and my mother Derong Li who raised me and taught me to study hard and to give priority in my life to the quest for knowledge. Without their unconditional love, I would never have made it to the finish line.

Finally, I give my greatest thanks to Almighty God for his blessing. This has not been an easy journey but God made it possible and I thank Him and praise Him!

ABSTRACT


        The current research investigates how authentic and hubristic pride influence

licensing effects in the context of indulgent behaviors. Previous research examining the

influence of pride on consumption behavior has generally found that pride leads to both

indulgence and self-control. The current research suggests that the reason for the conflict

within the previous research stems from the fact that pride is not a unitary construct.

Rather, the two distinct types of pride - hubristic and authentic - have different

consequences on indulgence. Consistent with prior literature, the results from the first two

studies suggest that authentic pride leads to more licensing in indulgence than hubristic

pride. We further demonstrate how cognitive resources moderate the effect of pride on

indulgence. By manipulating pride in different ways, using different measures of indulgent

choice, and different manipulations of cognitive resources, the last three studies confirm

that authentic pride leads to more indulgence than hubristic pride, especially when

cognitive resources are available. However, when cognitive resources are limited, hubristic

pride leads to more indulgence than authentic pride. We further demonstrate how perceived

ability to resist temptation mediates indulgence licensing. This research contributes to our

basic understanding of the dynamics of pride on licensing effects.

PUBLIC ABSTRACT

Pride is a powerful self-conscious emotion, which involves both self-assessment and self-awareness (Cheng, Tracy, and Henrich 2010; Tracy, Shariff, and Cheng 2010). Marketers sometimes try to generate a sense of pride in consumers through their commercials. For example, P&G's "Best Job Sochi 2014 Olympic Game" commercial shows a proud mother watching her child win in the Olympics. From a managerial perspective, if marketers want to tap into this powerful emotion, they should understand its complex effect on choice. This thesis builds on existing research by examining how different types of pride (authentic vs. hubristic pride) influence licensing effects in indulgence.

Previous research examining the influence of pride on indulgence has generally found that pride leads to both indulgence and self-control. The current research suggests that the reason for the conflicting results in the previous research is that pride is not a unitary construct. Rather, the two distinct types of pride—hubristic and authentic— have different consequences on indulgence. The results of this thesis suggest that authentic pride leads to more licensing in indulgence than hubristic pride. I further demonstrate how cognitive resources moderate the effect of pride on indulgence. The results from the last three studies confirm that authentic pride leads to more indulgence than hubristic pride, especially when cognitive resources are available. However, when cognitive resources are limited, hubristic pride leads to more indulgence than authentic pride. This research contributes to our basic understanding of the dynamics of pride on licensing effects.

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CHAPTER 1: INTRODUCTION


"We drink Diet Coke – with Quarter Pounders and fries at McDonald's. We go to the gym – and ride the elevator to the second floor. We install tankless water heaters – then take longer showers. We drive SUVs to see Al Gore's speeches on global warming." (Rosenwald, Michael S., July 18, 2010)


People sometimes justify indulging in unhealthy goods, such as tasty but fattening food, alcohol, and tobacco with a variety of rationales (Witt Huberts, Evers, and De Ridder 2012). Previous research has shown that the act of doing something good (e.g., eating a healthy diet, engaging in pro-social behaviors) can sometimes give individuals a reason for indulging or acting immorally (Khan and Dhar 2006; Merritt, Effron, and Monin 2010; Witt Huberts et al. 2012). This paper examines the phenomenon of why and under what conditions, being good gives people permission to be a little bad, a phenomenon often referred to as the "licensing effect" and this in turn is reflected in the decision to indulge.

Licensing effects happen even when consumers simply recall past positive behaviors (or even imagine future behaviors) that boost their self-perception; when consumers recall these past behaviors, they are more likely to reward themselves with indulgent behavior. For example, drinking a diet soda to avoid sugar, might give consumers license to indulge in eating French fries; using an energy-efficient washer and dryer might encourage consumers to do excessive laundry; driving a fuel-efficient car might encourage one to drive to work instead of using public transit; and buying sustainable products may lead people to cheat more on follow-up tasks in order to get highly paid (Zhong, Strejcek, and Sivanathan 2010). Although prior research has

shown that previous good behavior is correlated with licensing effects, it was not clear how pride influences the licensing effects of indulgence.

This paper focuses on pride as an antecedent to licensing effects, for both theoretical and empirical reasons. Pride is an emotion that plays a critical role in many domains of consumer decision-making and moral judgment. Pride is particularly interesting because it belongs to the class of emotions called conscious emotion, which is involved both in self-assessment and self-awareness (Tracy et al. 2010). Marketers try to generate pride through their commercials. For example, P&G's "Best Job Sochi 2014 Olympic Game" commercial shows a proud mother watching her child win in the Olympics. From a managerial perspective, if marketers want to tap into this powerful emotion, they need to understand its complex effect on consumer behavior. Although pride is well studied in psychology, marketing researchers have just begun to investigate how it works in influencing consumer decision processing and decision-making (Aaker and Williams 1998c; Fredrickson 2001; Patrick, Chun, and MacInnis 2009; Wilcox, Kramer, and Sen 2011). Furthermore, little is known about how pride influences consumer decision processing and decision-making. Pride, one of the self-conscious emotions, is a newcomer to the field of consumer research. Pride has received ample attention in social psychology in the last 10 years, but has gotten little attention in the marketing management literature. A PsycINFO keyword search of "pride" and "consumer" only yielded 19 journal articles on pride (as of March 1st, 2015). This paper builds on existing research by examining how different types of pride (authentic vs. hubristic pride) influence licensing effects.

When consumers feel a sense of achievement, they feel pride and tend to make more indulgent choices, but when they also feel increased self-awareness, they tend to make virtuous choices (Wilcox et al. 2011). However, pride is too broad a concept to be considered as a

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singular and unified construct (Lewis 1993). Instead, pride is more appropriately viewed as having two distinct facets: authentic and hubristic pride (Tracy and Robins 2007c). A recently published paper has suggested that feeling authentic pride leads to more luxury purchases (McFerran, Aquino, and Tracy 2014). Yet, such findings are based on the assumption that consumers have ample cognitive resources. It remains unclear how authentic and hubristic pride will interact with cognitive resources to influence licensing effects. Therefore, the purpose of the present research is to build on the previous work regarding pride and licensing effects and provide a deeper understanding of how authentic pride (compared to hubristic pride) and cognitive resources jointly influence licensing effects in the consumer indulgence domain.

Specifically, authentic pride is associated with self-confidence and accomplishment ("I did well because I worked hard"). Hubristic pride is associated with arrogance and self-aggrandizement ("I did great because I am great"). Cluster analyses show that authentic pride includes words such as "accomplished" and "confident," which fit with a pro-social, achievement-oriented conceptualization of pride, whereas hubristic pride includes words such as "arrogant" and "conceited." Tracy and her colleagues also showed that the two pride facets might be elicited by distinct cognitive appraisals.

Based on prior research, I predict that differences in indulgence between authentic and hubristic pride will be especially strong when consumers have cognitive resources to think about their feelings. Because authentic pride is associated with self-accomplishment, it will lead to stronger licensing than hubristic pride because consumers will have the cognitive resources to justify their indulgence after feeling pride about their earned accomplishments. However, when cognitive resources are low, I will see more indulgent choice for individuals experiencing hubristic pride than for individuals experiencing authentic pride. To be specific, similar to

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Wilcox, Kramer and Sen (2011), I argue that authentic pride promotes indulgent choices when consumers believe they deserve a reward after experiencing a sense of achievement (a cognitively complex process). On the other hand, I argue that hubristic pride promotes indulgent choices when consumers use the indulgent choice as a means of mood management, arising from feelings of hubristic pride (a cognitively simple process) (Pham 1998; Pham et al. 2001; Tice, Bratslavsky, and Baumeister 2001a). Together, I have present five experiments that examine the differences between authentic and hubristic pride on licensing effects.

In the material that follows, I will review the pride literature by starting with the differences between authentic and hubristic pride. I will then discuss the literature on licensing effects by discussing the differences between licensing effects and impulsive behavior. Next I will discuss the main factors that influence licensing effects. Based on dual-process theory, system I and system II, I show how authentic pride leads to licensing effects when cognitive resources are available; however, hubristic pride leads to licensing effects when cognitive resources are not available. Finally, I will present the results of five experiments.

CHAPTER 2: LITERATURE REVIEW ON LICENSING EFFECTS

AND PRIDE


In this section, I will discuss the differences between self-conscious emotions and basic emotions. I will also review the pride literature by starting with the differences between authentic and hubristic pride. Then I will discuss the literature on licensing effects by highlighting the differences between licensing effects and impulsive behavior. Then I discuss the main factors that influence licensing effects. Based on dual- process theory, system I and system II, I show how authentic pride leads to licensing effects when cognitive resources are available; however, hubristic pride leads to licensing effects when cognitive resources are not available. I further explain the mediating role of perceived ability to resist temptation with respect to authentic pride on licensing effects.


Self-Conscious Emotions and Basic Emotions


Emotions play a significant role in goal pursuits and licensing effects (Fishbach and Labroo 2007; Wilcox et al. 2011; Zhang, Fishbach, and Dhar 2007). Emotions, in turn, can be classified into self-conscious and basic emotions. Self-conscious emotions are cognition-dependent and involve a high level of self-appraisal, self-reflection and need self-evaluation (Tangney and Fischer 1995; Tracy and Robins 2004). Basic emotions, on the other hand, are more biologically dependent than self-conscious emotions and relate to adaption and survival (Lewis 1993). Examples of self-conscious emotions include pride, guilt, shame, and embarrassment; examples of basic emotions include joy, happiness, sadness and fear. The major

distinction between self-conscious and basic emotions is that self-conscious emotions involve people's reactions to their own behaviors or characteristics, require the ability to form self-representation, focus on the self, and generate self-evaluation (Tracy and Robins 2004).

Self-conscious emotions play a central role in motivating and regulating people's thoughts, feelings, and behaviors; indeed, they are fundamentally important to a wide range of psychological processes (Tangney and Fischer 1995). Self-conscious emotions drive people to work hard toward their goals (Wilcox et al. 2011), and to behave in socially appropriate ways (Ashton-James and Tracy 2011; Tracy and Robins 2004; Tracy and Robins 2006; Tracy et al.). Self-conscious emotions emerge later in human development than basic emotions (Lewis 1993) and involve complex appraisals of how one's behavior will be evaluated by the self and others (Beer et al. 2003), which requires one to infer the mental states of others. Although self-conscious emotions play a more significant role in self-regulation than do basic emotions (Beer et al. 2003; Oveis, Horberg, and Keltner 2010; Tangney 1999), they have received relatively little scholarly attention, compared to basic emotions (e.g., happiness) (Tracy and Robins 2004).

Pride

Pride is a unique and important emotion that plays a critical role in many domains of consumer decision-making and moral judgment. It is particularly interesting because it belongs to the class of conscious emotions, involving both self-assessment and self-awareness. The literature on pride and long- and short-term goal pursuit is conflicting. On the one hand, previous research has suggested that pride, similar to other positive emotions, can help people build their enduring personal resources (including physical, intellectual, social and psychological

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resources). Therefore, pride can broaden individuals' thought-action repertoire by, for instance, driving individuals toward greater future achievements (Fredrickson 2001). Furthermore, previous research has suggested that pride can promote people's perseverance (Williams and DeSteno 2008). For example, Williams and DeSteno (2008) showed that by highlighting pride, people persevered more on an effortful and difficult task, compared to the control condition. The authors proposed that the experience of pride serves a crucial role in providing an incentive to pursue success, despite short-term losses, a belief that they call the "motivational hypopaper of pride" (Williams and DeSteno 2008). In one of their studies, participants were asked to complete a dot-estimation task, involving visual perception and mental rotation. Participants were either given feedback to (or not to) induce pride. The results showed that participants who received pride feedback had greater perseverance on an effortful and hedonically negative task than those in the control condition.

Yet, another line of evidence suggests that pride, despite its positive effects on self-regulation, may have an opposite effect on short-term goal pursuits leading to indulgence. Wilcox, Kramer, and Sen (2011) showed that pride could lead to indulgence or self-control, depending on whether a sense of achievement or self-awareness is activated. For example, they found that when cognitive resources were available, a sense of achievement mediated the effects of pride on indulgence. However, when self-awareness was high, pride led to less indulgence than happiness or a neutral condition. How could one emotion have different consequences in consumer decision-making? We believe the reason for the discrepancy within the previous research is that pride is not a unitary construct. Rather, the two distinct types of pride—hubristic and authentic— have different antecedents and consequences (Tracy and Robins 2007c). In sum, one limitation with previous research on pride is that most previous studies do not distinguish

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between authentic and hubristic pride. For example, Wilcox, Kramer, and Sen (2011) asked

participants to write about an achievement, which only induced authentic pride. We propose that,

in fact, there are two different types of pride that lead to different licensing effects. In the

following section, building on the two facets of the pride model, authentic and hubristic pride,

and dual-process theory, we develop a framework to show that authentic and hubristic pride

work differently on licensing effects: authentic pride leads to licensing effects through system II,

while hubristic pride leads to licensing effects through system I.

<p style="text-align: center;">Authentic Pride and Hubristic Pride</p>

Two recent models (the two-facet Authentic /Hubristic model (Tracy et al. 2010) and the

Merited/Unmerited model (Holbrook, Piazza, and Fessler 2013) suggest that pride is too broad a

concept to be considered as a singular and unified construct (Lewis 1993); instead, pride is more

appropriately viewed as two distinct facets characterized by distinct ways of appraising the

causes of achievement (Holbrook et al. 2013; Tracy and Robins 2004; Tracy and Robins 2007c;

Tracy et al.).

Evidence for the two-facet Authentic/Hubristic model (A/H model) initially came from a

cluster analysis of words generated in multiple experiments, based on 2000 participants,

conducted by Tracy and Robin (2007). Participants were asked to think about and list words

relevant to pride, the results generate two very different categories of concepts, which

empirically form two separate clusters of semantic meaning. It suggests that pride is not a unitary

construct; rather, pride has two distinct facets: authentic pride and hubristic pride. Cluster

analyses show that authentic or beta pride (the first cluster) includes words such as

<p style="text-align: center;">8</p>

"accomplished" and "confident," which fit with a pro-social, achievement-oriented conceptualization of pride. However, hubristic or alpha pride (the second cluster) includes words such as "arrogant" and "conceited." Authentic pride promotes positive attitudes toward out-group, stigmatized individuals, while hubristic pride fits with a more self-aggrandizing, egotistical conceptualization, promoting prejudice and discrimination (Ashton-James and Tracy 2012; Cheng et al. 2010; Tracy and Robins 2007c; Tracy et al. 2010). Tracy and her colleagues also showed that the two pride facets may be elicited by distinct cognitive appraisals. One experimental study provides support for the appraisal differences in the two types of pride (Tracy & Robins, 2007, Study 4). In this study, Tracy and Robin (2007) manipulated effort vs. ability attributions using vignettes, and found relatively greater authentic pride in response to effort, and relatively greater hubristic pride in response to ability. The results suggest that authentic pride might result from success attributed to internal, specific and controllable causes (e.g., I did well because I worked hard; I won because I practiced). Hubristic pride, on the other hand, might result from success via internal, but stable and uncontrollable causes (e.g., I did great because I am great; I won because I am great). (Ashton-James and Tracy 2012; Cheng et al. 2010; Tracy and Randles 2011; Tracy and Robins ; Tracy and Robins 2007c; Tracy et al. 2010; Tracy et al.). However, Tracy and Robin (2013) mentioned that these were relative differences between effort and ability, so it remains likely that the effort/ability distinction is not the only distinction between authentic and hubristic pride.

The Merited Success versus Unmerited Display model (M/U model) also recognizes the differences between authentic pride and hubristic pride (Holbrook et al. 2013). The M/U model predicts that people who feel hubristic pride tend not to credit the success to themselves, but rather to external causes. Genuineness is the key to differentiating authentic pride from hubristic

pride. For example, people who feel authentic pride believe that they have genuinely accomplished something. Conversely, people who feel hubristic pride perceive their pride displays as unmerited, and that they are not responsible for the achievements credited to them. When people feel hubristic pride, they are able to acknowledge the lack of authenticity that comes from such pride, and they can acknowledge their limitations and flaws (Holbrook et al. 2013). In addition, hubristic pride is negatively correlated with self-esteem. Individuals with negative self-views tend to doubt the legitimacy of their successes, and tend to believe that others also question their credibility.

To summarize, both the M/U model and two-facet Authentic and Hubristic Pride model (A/H model) share the notion that the attribution of success in hubristic and authentic pride are not limited to the effort or ability distinction (Holbrook et al. 2013; Tracy and Robins ; Tracy and Robins 2007c).

Although there exists some debate between the two models regarding the appraisal of pride, I agree with Tracy and Robin that the A/H model is theoretically consistent with the M/U model, in that hubristic pride is excessive or unwarranted pride, and that people high in hubristic pride display arrogant pride (Tracy and Robins 2013).  Therefore, in this proposal, I will contribute to the understanding of the two facets of pride by testing whether authentic and hubristic pride are the same emotion by examining they have the same consequences on consumer indulgent choices.

Previous research has focused on the positive side of authentic pride and the negative side of hubristic pride. For example, studies have shown that authentic pride is associated with secure self-esteem, a genuine positive self-image, self-worth, high empathetic concern, and low attitudes toward racism. On the other hand, hubristic pride is associated with insecurity, low self-

worth, arrogance, self-aggrandizement and narcissism (Ashton-James and Tracy 2012; Tracy and

Robins 2007a; Tracy et al. 2010). How does authentic and hubristic pride influence consumer

decision-making? McFerran, Aquino, and Tracy (2011) showed that participants who were

primed with hubristic pride exhibited a significantly greater willingness to pay extra for luxury

brands than those primed with authentic pride, or those in the control group. McFerran, Aquino,

and Tracy (2011)'s research provided the first evidence of the two-faced nature of pride in

consumption settings. However, it is not clear how these two types of pride— authentic pride

and hubristic pride—affect people's licensing effects. In the following section, I will first clarify

how licensing differs from impulsive behavior. I will then discuss the main factors that influence

licensing effects. Finally, based on dual-process theory, system I and system II, I will state my

predictions and will discuss the methods to test my predictions.

## Difference between Licensing Effects and Impulsive Behavior

Licensing effects are different from impulsive behaviors. Rook (1995) describes buying

impulsiveness as a consumer's tendency to think and act spontaneously, unreflectively,

immediately, which usually results in undesirable consequences (Rook and Fisher 1995).

Impulse buying is relatively more extraordinary and exciting than ordinary buying, more

spontaneous than cautious, more emotional than rational, and is more likely to be perceived as

"bad" than "good." Thus, consumers are more likely to feel out of control after buying

impulsively (Rook 1987). Two elements must be present for impulsive behaviors: first, an

impulse—an urge to act in some way and second, a lack of restraint, or control of that impulse

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(Hofmann, Friese, and Strack 2009). Most times, people feel guilty after engaging in impulsive behaviors. Furthermore, considerable work has treated impulsivity as an individual variable that is a dimension of relatively stable individual differences in the tendency to be impulsive (Barratt, Monahan, and Steadman 1994; DeYoung 2010; Ramanathan and Williams 2007). De Young (2010) defined impulsivity as the tendency to act on immediate urges, either before consideration of possible negative consequences or despite consideration of likely negative consequences. Impulsive personality traits was shown to be associated with a traumatic upbringing during childhood (Figueroa and Silk 1997). In addition, impulsivity has been examined as a personality trait that linked extraversion and aggression (Barratt et al. 1994; Goldberg et al. 2006). In summary, impulsivity has been largely considered as a personality trait.

However, licensing effects are not a personality trait. Furthermore, licensing effects differ from impulsive behaviors because people rely on emotions and/or reasons to justify their indulgence. Licensing effects happen when one indulges through emotional causes or cognitive justification (Kivetz and Simonson 2002d; Kivetz and Zheng 2006; Witt Huberts et al. 2012). That is to say, impulsiveness is usually due to a lack of willpower (ego-depletion); however, licensing occurs when consumers feel they deserve the indulgence. For example, licensing effects occur when people choose hedonic goods, but not utilitarian goods, because the decision context allows them to justify the consumption (Khan and Dhar 2006; Kivetz and Simonson 2002d; Kivetz and Simonson 2002a; Kivetz and Zheng 2006). For example, dieters may allow themselves a piece of cake after engaging in two hours of exercise. As Witt Huberts (2012) mentioned, licensing effects can be seen as significant contributors to hedonic consumption. A key feature of licensing effects lies in allowing one to indulge; therefore, indulgence choice can be used to measure whether licensing effects have occurred (Witt Huberts et al. 2012).

Consistent with previous literature, in this thesis, I will refer to indulgence choice as a measure of licensing effects.

## Main Factors that Influence Licensing Effects

Factors influencing licensing effects include ease of justification, windfall gains, perceived goal progress, boosted self-concept, and the role of thinking about future choices. Therefore, in the following section, first, I will explain these factors in detail, and then I will propose how my model can explain how the two types of pride lead to different licensing effects.

*Ease of Justification*. Previous research has examined the role of ease of justification in influencing licensing effects. Licensing relies on reasons to justify subsequent gratification and implies that people abandon their self-control on purpose by relying on justifications to permit themselves an otherwise forbidden pleasure, rather than lose self-control (Witt Huberts et al. 2012).

People are more likely to indulge when they can justify their consumption, choice, or prejudice toward others (Khan and Dhar 2006; Kivetz and Simonson 2002d; Kivetz and Simonson 2002a; Kivetz and Zheng 2006). Licensing permits one to choose the disallowed pleasure if it is easily justified. Indeed, findings from decision-making research suggest that people are more likely to make indulgent choices if such choices can easily be justified by previous efforts (Kivetz and Simonson 2002d). For example, a dieter can permit himself to have a supersized ice cream cone after a two-hour workout; an ex-smoker can allow herself to smoke light cigarettes because they are lower in nicotine content. However, when the choice is hard to justify, people are less likely to experience licensing effects

*Licensing Effect based on Windfall Gains.* Financial licensing effects are more likely to occur when the consumer receives windfall gains, such as winning a lottery than when the consumer earns the money (Arkes et al. 1994). People report less psychological pain when buying frivolous luxuries than necessities when they are using resources that are perceived as a windfall, as opposed to earned income or effortful results. O'Curry and Strahilevitz (2001) found that people were more likely to choose vice over virtue when they used money from winning a lottery instead of income (O'Curry and Strahilevitz 2001).

*Licensing Effect based on Goal-Fulfillment (or Perceived Goal Progress).* Goal-fulfillment can also lead to licensing effects. Fishbach and Dhar (2005) observed that consumers were more likely to indulge if they believed that they had made enough or quick progress toward their goals than if they believed that they had not made enough or quick progress toward their goals. For example, opening a savings account (the goal being to save money for retirement) may lead to overspending because consumers might interpret opening a savings account as having made progress in approaching their savings goals, thus leading to licensing effects in overspending (Fishbach and Dhar 2005). In one study, Fishbach and Dhar (2005) manipulated goal progress by using a social comparison standard (high progress vs. low progress) toward an academic goal. They found that compared to people who were in the low- progress (high social standard) condition, participants in the high-progress (low social standard) condition reported more interest in non-academic activities, such as going out with friends, watching television and having fun. In short, this result confirmed that goal fulfillment by focusing on goal progress can lead to a deviation from the focal goal, which constitutes a licensing effect in goal pursuits.

*Licensing Effect based on Borrowing from the Future.* Another interesting and important finding in the literature is the effect of optimism on licensing effects. It has been shown that

even imagining future progress (before engaging in action toward a focal goal) can lead to licensing effects (Fishbach and Dhar 2005; Gilovich, Kerr, and Husted Medvec 1993). In one of Fishbach and Dhar (2005)'s studies, participants were approached either on their way to the gym or on their way out of the gym. They were asked to indicate the effectiveness of their (upcoming or accomplished) workout in making progress toward their goal of staying fit. They were then asked about their interest in eating a tasty, but fattening dinner that night. The results showed that those who were on their way to the gym expressed more interest in the tasty and fattening dinner than those who had just finished a workout. Further analysis also showed that there is a positive relationship between the perceived effectiveness of working out and choosing the fattening dinner.

*Licensing Effect based on the Mere Exposure of an "Indulgent" Option.* Mere exposure can also lead to licensing effects in consumer consumption. For example, exposure to a healthy option can lead to an indulgent choice (Wilcox et al. 2009). In one study, people who had a high level of self-control were more likely to indulge when they were exposed to a healthy option in a choice set of relatively unhealthy alternatives. The reason was that the mere exposure to the healthy option fulfilled health-related goals, especially for people who were high in self-control. For people who were high in self-control, compared to those who were low in self-control, the presence of a healthy option in a set of unhealthy alternatives increased the perceived similarity between healthy and unhealthy items. People who were high in self-control paid more attention to the most indulgent option than the others. For example, McDonald's inclusion of "healthy" options in their menu ironically increased McDonald's success in selling burgers and fries, which was considered as a key to success for fast food. Consumers wanted healthy options on the fast food menu, but this did not mean that they were going to eat them. A mere exposure to healthy

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food by stating that adding healthy items to a menu can make unhealthy food items look less threatening. Therefore, people are more likely to choose the unhealthy over the healthy selections.

       *Licensing Effect based on Boosted Positive Self-Concept.* Individuals whose prior behaviors established them as ethical, helpful, compassionate or reasonable people will be more likely to exhibit self-licensing effects (Merritt et al. 2010). Thus, having a boosted positive self-concept impacts questionable consumer choices (Khan and Dhar 2006). When participants were asked to choose between designer jeans and a vacuum cleaner, those who were asked to imagine that they had volunteered to spend three hours a week doing community service were more likely to choose the designer jeans rather than those who were in the control condition. Furthermore, participants in the license condition rated themselves as having a higher positive self-concept than those in the control condition. Self-concept was measured by using four statements, such as, "I am compassionate"; "I am sympathetic"; "I am warm"; and "I am helpful." A prior commitment to a virtuous act boosts one's positive self-concept, which leads to licensing effects (which, in turn, increases one's preference for relative luxury options) (Khan and Dhar 2006).

       To summarize, prior literature suggests that licensing effects can occur in different conditions. However, it is still not clear how pride can potentially influence licensing effects. Prior research suggests that both mood valance and arousal play a role in licensing effects (Ayal and Gino 2011; Fedorikhin and Patrick 2010). For example, Ayal and Gino (2011) have shown that positive affect promotes immoral behavior by facilitating justification of immoral behavior. That is to say, positive affect increases cognitive flexibility, an ability that could redefine events, broaden categories, and facilitates the connections between concepts that are unrelated to each other (Ayal and Gino 2011). However, emotions from the same valence may have different

antecedents and consequences and may operate through different systems. Therefore, I will review the literature on dual-process theory. Then I will build my framework on dual-process theory.

<div align="center">Dual-Process Theory: Cognition and Emotion</div>

Emotion and cognition play different roles in consumer decision-making (Shiv and Fedorikhin 1999). In this thesis, I adopt dual-process theory to explain the roles of authentic pride and hubristic pride on licensing effects. The dual-process theory consists of two processes: system I and system II. System I relies on an emotional response: it is quick, simple, uncontrolled and heuristic based. System II relies on a cognitive response: it is slow, complex, deliberate and analytic based (Evans 2008; Evans and Over 1996).

Other work extends this dual-process theory to the process of emotion and cognition in influencing consumer decision-making. Shiv and Fedorikhin (1999) proposed that the two types of processes are engaged in a choice task: one is affective in nature, while the other is cognitive (Shiv and Fedorikhin 1999). The former process is more automatic and is less likely to be affected by the availability of processing resources. However, the latter process is more controlled and is more likely to be affected by the availability of processing resources. Therefore, when cognitive resources are limited, people are more likely to rely on the first, automatic process. In this case, emotion plays a more important role on choice than cognition. However, when cognitive resources are not constrained, people are more likely to rely on the second, controlled process. In this context, cognition plays a more important role on choice than emotion. Metcalfe and Mischel (1999) also proposed that cognition and emotion play different roles in self-control. They proposed two types of processing: hot and cool systems. The hot, emotional

system relies on quick emotional processing, which they refer to as the "go" system. The cool cognitive system relies on complex and rational thoughts, which they refer to as the "know" system (Metcalfe and Mischel 1999). The authors used the delay of gratification as a measure of self-control and found that the hot system undermines efforts at self-control but the cold system leads to more self-regulation and self-control.

Extensive research has shown that cognitive resources can impact a person's self-regulation (Baumeister 2002a; Baumeister 2003; Baumeister et al. 1998; Baumeister, Muraven, and Tice 2000; Muraven and Baumeister 2000; Van Dillen, Papies, and Hofmann 2012; Vohs et al. 2008); however, the results are conflicting. On the one hand, the traditional view suggests that limited cognitive resources lead to decreases in willpower or self-control. For example, when one's cognitive load is high, he or she is more likely to engage in indulgent choices, or is less persistent with goal pursuit (Baumeister 2002a; Baumeister 2003; Baumeister et al. 1998; Shiv and Fedorikhin 1999; Vohs et al. 2008).

However, recently, some articles have shown that limited cognitive resources do not always lead to reduced self-regulation: for example, Van Dill (2013) found that cognitive load can reduce the impact of temptations on cognition and behavior. This notion challenges the proposition that cognitive load always hampers self-regulation. By using a spatial categorization task to manipulate cognitive load, four studies showed that participants who were under a low cognitive load allocated more attention to tempting over neutral stimuli (e.g., attractive high-calorie food vs. low-calorie food; attractive vs. unattractive female faces). However, this effect disappeared for participants under a high cognitive load. The findings suggest that recognizing temptation requires cognitive resources; therefore, when one is under cognitive load, he or she

may overcome the captivating power of temptation, and thus, increase self-regulation (Van Dillen et al. 2012).

Another study conducted by Wilcox (2011) also showed that limited cognitive resources do not always impair self-regulation. Participants were asked to write either a story about an accomplishment, or a happy or typical day (control). Cognitive load was manipulated by asking participants to spend 2 minutes memorizing a list of 20 words (high cognitive load), or they were not given a cognitive load task (low cognitive load). The results showed that when the cognitive load was low, participants were more likely to make an indulgent choice when they wrote about accomplishment, compared to those who wrote about a happy or typical day. When the cognitive load was high, participants were less likely to make an indulgent choice when they wrote about accomplishment, compared to those who wrote about a happy or typical day. These results provide support that a high cognitive load does not always lead to reduced self-regulation. Although this research details how authentic pride affects indulgent choice under different cognitive load condition, it does not detail how hubristic pride affects indulgent choice.

Hypotheses

As I discussed above, licensing effects can occur through either system I or system II. System I relies on an emotional response: it is intuitive, quick, simple, uncontrolled and heuristic based. System II relies on a cognitive response: it is deliberate, slow, complex, and analytic based (Evans 2008; Evans and Over 1996). The dual-system framework suggests that consumers' choices and preferences can arise either mainly from intuitive processing, which requires little deliberation, or they can be attributed to deliberate thought, which requires ample

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deliberation (Dhar and Gorlin 2013). Based on the dual-system framework, I argue that while some licensing effects can be attributed to intuitive system I processing, especially in cases where system I generates a strong preference in favor of an indulgent option, other licensing effects can be attributed to deliberate system II processing, especially when it is easy to justify one's options. Based on dual-process theory, I propose that cognitive resources moderate the effects of authentic and hubristic pride on licensing effects. I theorize that authentic pride leads to licensing effects though the cold, cognitive system, which allows consumers to justify an indulgence on their earned accomplishments. In particular, I predict that authentic pride, associated with self-accomplishment, will lead to stronger licensing effects than hubristic pride, especially when consumers have cognitive resources available to justify their choice.

On the other hand, I also propose that hubristic pride leads to indulgence through the hot, emotional system, which allows one to indulge in immediate impulses to make one feel better. Hubristic pride is more likely to lead to indulgence when cognitive resources are low. Previous research has shown that hubristic pride is positively related to negative emotions, such as shame and anger (Carver, Sinclair, and Johnson 2010). Therefore, hubristic pride is more likely to lead to indulgence, when one's affect and intuition generate a strong preference in favor of an indulgent option. The literature in depleted self-control can indirectly help us understand this phenomenon. For instance, previous research suggests that most times, people rely on heuristic processing, quick and superficial thinking, and shallow decision-making, potentially resulting in licensing effects, especially when people are in a positive mood (Bless et al. 1990), or when they lack self-control resources (Muraven and Baumeister 2000). When people are in a positive mood, they are motived to maintain their positive mood, and thus, are more likely to engage in self-licensing. Prior research has found that a positive mood stimulates self-licensing behaviors,

such as drinking (Cyders et al. 2007) and overspending money (Rook 1987). In addition, affect regulation theory (Tice, Bratslavsky, and Baumeister 2001b) predicts that when one feels bad, he or she wants to feel good urgently at the expense of long-term goals. This urge to improve one's mood leads to indulgent choices. When cognitive resources are low, people rely on quick emotional judgments to make a decision (Metcalfe and Mischel 1999). Therefore, hubristic pride is more likely to lead to indulgence when consumers rely on affect, and they try to repair their mood with hedonic choices. McFerran, Aquino, and Tracy (2014) showed that authentic pride increased participants' preference for luxury brands.

Built upon prior research, I predict that authentic pride, associated with self-accomplishment, will lead to stronger licensing in indulgence than hubristic pride, especially when consumers have cognitive resources available to justify their choice. Therefore I predict:


**H1:** Authentic pride leads to stronger indulgence than hubristic pride;

**H2:** Cognitive resources moderate the effects of pride (authentic vs. hubristic pride) on indulgence such that:

> **H2a:**   Authentic pride leads to stronger indulgence than hubristic pride, especially when cognitive resources are available.

> **H2b:**   Hubristic pride leads to stronger indulgence than authentic pride, especially when cognitive resources are limited.


*Underlying Mechanism of Perceived Ability to Resist Temptation*. The perceived ability to resist temptation refers to one's estimate about the tendency to reject indulgent choices. Previous research has demonstrated that positive emotions, under certain conditions, could either

increase actual ability to resist temptation or diminish actual ability to resist temptation (Fedorikhin and Patrick 2010; Tice et al. 2007; Wilcox et al. 2011; Winterich and Haws 2011). For instance, Fedorikhin and Patrick (2010) found that positive mood at baseline arousal facilitates greater resistance to temptation as compared to a neutral mood state, but a positive mood at elevated levels of arousal diminishes resistance to temptation. They further manipulated cognitive resources to demonstrate how positive mood have different influences on actual resistance to temptation depending on the level of arousal. Their explanation is that the elevated arousal depletes the cognitive resources needed for effective regulation and thus attenuates the facilitating effect of baseline positive mood on resistance to temptation. In addition, Winterich and Haws (2011) found that the temporal focus appraisal of emotions moderate the effects of positive emotions on the ability to resist temptation. They demonstrated that a future positive emotion (i.e., hopefulness) leads to less indulgence than past- or present-focused (i.e., pride, happiness) emotions. Tice et al. (2007) also stated that positive emotions could help to restore ability to resist temptation. Generalizing from these results, I suggest that pride may have differential effects on one's perceived ability to resist temptation, depending on cognitive resources.

I was wondering whether authentic pride will decrease one's perceived ability to resist temptation, and therefore lead to more indulgence, especially when cognitive resources are available to justify the indulgence. Our theorizing builds on the notion that authentic pride tends to invoke self-accomplishment/feeling of deservedness that can decrease the need for resisting temptation, therefore leading to increased indulgence. Indeed, prior research has argued that feeling authentic pride leads to more luxury purchases because people feel they deserve the luxury products after experiencing authentic pride (McFerran et al. 2014).

Therefore, building on prior research, I ask whether that perceived ability to resist temptation will mediate the effect of pride on indulgence such that authentic pride (vs. hubristic pride) will increase perceived ability to resist temptation, therefore leading to more indulgence. To be more specific, consumers who experience authentic pride (vs. hubristic pride) and have enough cognitive resources to think about their accomplishment, will feel that they deserve a reward and do not need to resist temptation. To examine the underlying process, I measured participant's perceived ability to resist temptation with a single item from the established 10-item self-control scale (Tangney, Baumeister, and Boone 2004), "I am good at resisting temptation" in the last study. In summary, in order to further understand the underlying process, I examined the mediating role of perceived ability to resist temptation. I expect that perceived ability to resist temptation to mediate the interaction effect of pride and cognitive resources on indulgence.

# CHAPTER 3: SUMMARY OF HYPOTHESIS

**H1:** Authentic pride leads to stronger indulgence than hubristic pride;

**H2:** Cognitive resources moderate the effects of pride (authentic vs. hubristic pride) on indulgence such that:

    **H2a:** Authentic pride leads to strong indulgence than hubristic pride, especially when cognitive resources are available.

    **H2b:** Hubristic pride leads to stronger indulgence than authentic pride, especially when cognitive resources are limited.

CHAPTER 4: METHODS AND RESULTS

Overview of the Studies

I have completed five major studies and three pilot studies to test the hypotheses regarding the effect of pride on indulgence. Across the first two studies, consistent with prior literature, I find that authentic pride leads to more indulgence than hubristic pride. In studies three and four, I test the moderating role of cognitive resources on how pride influences indulgence. The results support our prediction that when cognitive resources are available, participants in the authentic pride condition are more likely to indulge than those in the hubristic pride or control conditions. However, when cognitive resources are not available, participants in the authentic pride condition are less likely to indulge than those in the hubristic pride condition. Finally, study five provides further insight into the process by showing that perceived ability to resist temptation mediates the effects of pride and cognitive resources on indulgence.

Experiment 1

Authentic Pride, Hubristic Pride and Licensing Effects

Pretests

Two pretests were conducted: (1) to identify a hedonic choices; and (2) to verify that the selected stimuli were considered as a hedonic option.

In the first pretest (N = 40), participants recruited from MTurk were asked to list one hedonic and one utilitarian item (with a retail value between $10-$50) that they would like to buy. Participants received the definition of "hedonic" and "utilitarian" products, which were adopted from the work of Strahilevitz and Myers (2010) and Khan and Dhar (2006). I defined a hedonic or luxury product item as something designed primarily to fulfill a desire for pleasure, fantasy, and fun (Khan and Dhar 2006; Strahilevitz and Myers 2010). I also described a utilitarian or necessity product as something mainly designed to fulfill a basic need or to accomplish a functional or practical task. Results showed that the three hedonic products categories mentioned most frequently were designer watches, clothes, bags and sunglasses (27.5%); entertaining music, movies, games or electronic accessories (22.5%); and restaurants or gourmet foods (20%). The top three utilitarian products mentioned were basic clothing or shoes (28%); groceries (26%); and products for work (16%) (see Table 1).

It is noteworthy that the results regarding the hedonic and utilitarian products were generally consistent with Kivetz and Simonson (2002)'s paper. Consistent with previous research, I decided to choose a $10 gift card for movie tickets as a hedonic option reflecting the category of entertainment, and a $10 gift card for a gasoline purchase as a utilitarian option reflecting the category of needed for work. As mentioned, the pretest showed that an entertainment product and a gasoline purchase were mentioned most frequently in the open-ended questions as representing typical hedonic or utilitarian choices, respectively. In addition, previous research has used movie tickets and gasoline purchases as respective measures of hedonic and utilitarian choices (Kivetz and Simonson 2002d; Kivetz and Simonson 2002a). In conclusion, I selected those two items because previous research suggests that a movie ticket is a hedonic product, and a gasoline purchase is a utilitarian product. A hedonic product is a more

indulgent choice in the literature on licensing effects (Maimaran and Simonson 2011; Wilcox et al. 2011).

A second pretest (N = 281, participants recruited from MTurk) was conducted to verify the hedonic and utilitarian choices. Participants were asked to indicate their perceptions of a $10 gift card for a gasoline purchase and a movie ticket on a 6-point scale with the following five items (1 = not functional, useless, unnecessary, dull, not delightful; 6 = functional, useful, necessary, exciting, delightful). The first three items were combined into a utilitarian index ($\alpha$ = .84), while the last two were combined into a hedonic index ($\alpha$ = .91). The results revealed that participants rated a movie ticket gift card, compared to a gasoline gift card, as more hedonic ($M$_movie = 4.67, SD = 1.36 vs. $M$_gasoline = 4.13, SD =1.66, $t(281)$ = 4.53, $p < .0001$; and as less utilitarian ($M$_movie = 2.99, SD =1.56 vs. $M$_gasoline = 4.89, SD = 1.52, $t(281)$ = -15.02, $p < .001$) (see Table 2).

## Overview

The objective of study 1 was to test the basic premise that authentic pride leads to more indulgence than hubristic pride (H1). Participants were randomly assigned to one of three conditions (authentic pride vs. hubristic pride vs. the control). Indulgence was measured with the choice between a movie ticket and a gas card. Consistent with Khan and Dhar (2006) and Kivetz and Simonson (2002), we used the choice of a hedonic option as a measure of licensing effects.

Method

Participants. A total of 160 undergraduate students from a Midwestern university participated in this study in exchange for partial course credit.

Procedure. Participants completed the experiment outside of class time in a behavioral lab running Qualtrics experimental software. The study was separated into two parts, each of which was disguised as a separate study. To manipulate emotion, participants were asked to write stories under the guise of a "memory writing" task in the first part, in the second part we measured indulgent choice.

Participants were randomly assigned to one of three emotion conditions (authentic pride, hubristic pride, and control). We adapted the manipulation of emotion from Ashton-James and Tracy (2011). Participants in the *authentic* pride condition were asked to recall and write a story about a time when "You felt very proud of yourself. Please think about a time you felt like you had succeeded through hard work and effort, when you had done your best, reached your potential, or achieved your goals. Everyone has experienced a sense of accomplishment and self-worth at some time in their lives, even if only for a moment. In the space below, describe in as much detail as possible, a time when you felt pride like this: Where were you? What were you doing? Who were you with?" Participants in the *hubristic* pride condition were asked to recall and write a story about a time when "You felt very proud of yourself. Please think about a time when you may have behaved in a pompous manner, or perhaps felt snobbish, pretentious, stuck-up or arrogant. Everyone has, at one time or another, felt innately superior to or better than others, even if only for a moment. In the space below, describe in as much detail as possible, a time when you remember feeling pride like this: Where were you? What were you doing?  Who

were you with?" Participants in the *control* condition were asked to write about a time when they did laundry (see Appendix A).

Finally, participants were asked to choose a reward of a $10 movie ticket or a $10 gas card. Participants were informed that as a thank you for their participation, we were giving out a $10 gift card, and one person from current session would get one of the choices he/she selected. We asked participants which gift card they would choose between a movie ticket and a gasoline card if they won the lottery (see Appendix C). A random drawing was held at the end of each session. We used the choice of movie ticket as a measure of indulgence.

## Results and Discussion

*Manipulation Checks.* We pretested the pride manipulation in a separate study using participants from the same sample pool (N = 134). After participants finished writing their story, they completed emotion manipulation checks. Consistent with previous research, the extent to which participants experienced pride was measured by the Authentic and Hubristic Pride Scales (Tracy and Robins 2007c), which asked participants to rate, using a 5-point scales (1 = not at all, 5 = very much), the extent to which they currently felt each of 14 affective states (see Appendix B). The authentic items included: " accomplished," "like I am achieving," "confident," "fulfilled," "productive," " like I have self-worth," and "successful." The hubristic items included: "arrogant," "conceited," "egotistical," "pompous," "smug," "snobbish," and "stuck-up." The extent to which participants experienced happiness was measured on 5-point scales (1= not at all, 5 = very much; $\alpha$ = .96), consisting of positive-valence words (happy, cheerful, and excited; revised from Eyal and Fishbach 2009). The extent to which participants experienced

sadness was also measured on 5-point scales (1= not at all, 5 = very much; α = .89), consisting of negative-valence words (sad, unhappy, and miserable; revised from Eyal and Fishbach 2009).

Participants' responses to the Authentic and Hubristic Pride Scales (AHPS) (Tracy & Robins, 2007) were averaged into composite measures of authentic and hubristic pride (αs = .97 and .94, respectively). As expected, participants in the authentic pride condition reported greater authentic pride ($M = 4.47$) than those in the hubristic pride condition ($M = 4.12$; $t = 2.82$, $p <$ .01), and control condition ($M = 3.58$; $t = 4.46$, $p < .001$). In addition, participants in the hubristic pride condition reported greater hubristic pride ($M = 2.55$) than participants in the authentic pride condition ($M = 1.78$; $t = 3.78$, $p < .001$) and control condition ($M = 1.41$; $t = 5.63$, $p < .001$). We averaged three items to form a happiness measure (happy, cheerful, and excited, α = .90). Participants in authentic pride condition ($M = 3.63$) experienced similar amounts of happiness when compared to the hubristic pride condition ($M = 3.45$, $t = -.99$, $p = .31$), but more than in the control condition ($M = 2.76$, $t = 4.76$, $p < .0001$). Participants reported equal amounts of sadness (average of three items: sad, unhappy and miserable, α = .86) across all conditions (all $ps > .10$) (see Table 3).

*Indulgent Choice.* The key dependent variable was indulgent choice, coded as 0 if participants chose the $10 discount for the gasoline purchase, and 1 if they chose the $10 discount for movie theater tickets. A logistic regression regressing choice on the manipulation of emotion showed a significant effect of emotion on indulgent choice (Wald's $x^2 = 18.39$; $p <$ .001). As predicted, authentic pride (41.86%) led to more indulgent choice (movie ticket) than hubristic pride (22.97%; Wald's $x^2 = 4.67$; $p < .05$), or the control (23.91%; Wald's $x^2 = 4.26$; $p <$ .05). There was no significant difference in indulgent choice between the hubristic (22.97%) and control conditions (23.91%; Wald's $x^2 = .04$; NS) (see fig. 1).

*Discussion of Study 1*. Study 1 supports our prediction that authentic pride leads to more indulgent choice than hubristic pride. To generalize our results, in the next two studies, we measured indulgence in a different way and manipulate pride differently. In addition, one limitation of study 1 was that the story instructions contained some words that appeared in the manipulation check, therefore, in the next study, we used different words for the manipulation of pride and the manipulation checks.

Experiment 2A Replicating the Main Effect

Overview

The purpose of studies 2A and 2B is to conceptually replicate study 1 by using different measures of indulgence and different manipulation of pride. In study 2A, participants were randomly assigned to one of three conditions (authentic pride vs. hubristic pride vs. the control). We assessed licensing in indulgence by asking participants the amount they were willing to pay for a luxury watch.

Method

*Participants*. A total of 78 undergraduate students from a Midwestern university participated in this study in exchange for partial course credit.

*Procedure*. The procedure of study 2A was similar to study 1, which was separated into two parts and disguised as separate studies. In the first part, we manipulated pride with a story

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writing task, in the second part we asked respondents how much they would pay for a luxury watch.

Participants were randomly assigned to one of three emotion conditions (authentic pride, hubristic pride, and the control). The manipulation of emotion was adapted from McFerran, Aquino and Tracy (2014). Specifically, participants in the *authentic* pride condition were asked to write about a time when they felt accomplished. Participants in the *hubristic* pride condition were asked to write about a time when they felt snobbish (McFerran et al. 2014). We chose those two items (accomplished and snobbish) because previous research showed they have the highest factor loadings for authentic and hubristic pride, respectively (Tracy & Robins, 2007). Participants in the control condition were asked to write about the geography of their state. Then participants completed an emotion manipulation check with the Authentic and Hubristic Pride Scales.

Finally, participants indicated how much they would pay for a Rolex watch, which served as our dependent variable (see Appendix C). We chose a Rolex watch because previous research has shown that Rolex watches are considered as indulgent products (McFerran et al. 2014).

## Results and Discussion

*Pride Manipulation Check.* We used AHPS scale as a manipulation check of pride the authentic pride items included: "accomplished," "like I am achieving," "confident," "fulfilled," "productive," " like I have self-worth," and "successful." The hubristic items included: "arrogant," "conceited," "egotistical," "pompous," "smug," "snobbish," and "stuck-up". Participants' responses to the Authentic and Hubristic Pride Scales (AHPS) (Tracy & Robins,

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2007) were each averaged into composite measures of authentic and hubristic pride ($\alpha$s = .97 and .96, respectively). As expected, participants in the authentic pride condition scored higher on the authentic pride scale ($M = 4.48$) than participants in the hubristic pride condition ($M = 2.56$; $t = 6.58$, $p < .001$) and the control condition ($M = 3.37$; $t = 3.85$, $p < .001$). In addition, participants in the hubristic pride condition scored higher on the hubristic pride scale ($M = 3.48$) than participants in the authentic pride condition ($M = 1.60$; $t = 7.61$, $p < .001$) and the control condition ($M = 1.65$; $t = 7.55$, $p < .001$) (see Table 4).

*Indulgence*. Indulgence was measured with the log-transformed price participants were willing to pay for the Rolex watch. We used log-transformed data because the original data was not normally distributed. As predicted, a one-way ANOVA showed a significant main effect of emotion on how much consumers were willing to pay ($F(1, 76) = 4.25$, $p < .01$), such that participants in the authentic pride condition ($M = 7.92$) were willing to pay for more for a luxury watch than those in hubristic pride condition ($M = 6.84$; $t = 2.50$, $p < .01$) and control condition ($M = 6.83$; $t = 2.59$, $p < .01$) (see fig. 2).

*Discussion of Study 2A*. The results of study 2A provide additional support for our prediction that feelings of authentic pride can lead to more indulgence than hubristic pride. With a different measure of licensing effect, and a different manipulation of pride, we successfully replicated our earlier findings. One limitation of the current study was that the words "accomplished" and "snobbish" appeared in both the instructions and on the authentic pride and hubristic pride manipulation checks. Therefore, in the next study, we manipulated pride with four words and used the remaining three items from the AHPS scale as a manipulation check.

## Experiment 2B Replicating the Main Effect

### Overview

The purpose of study 2B is to replicate studies 1 and 2A, using a different measure of indulgence and a different manipulation of pride. In study 2B, participants were again randomly assigned to one of three conditions (authentic pride vs. hubristic pride vs. the control). We assessed licensing effects in indulgence by asking participants the amount of money they were willing to pay for a pair of luxury sunglasses. We expected our results to replicate those in previous studies.

### Method

*Participants*. A total of 98 undergraduate students from a Midwestern university participated in this study in exchange for partial course credit.

*Procedure*. The procedure of study 2B was similar to previous studies, which was separated into two parts and disguised as separate studies. In the first part, we manipulated emotion with a story writing task, in the second part we asked respondents how much they would pay for a pair of luxury sunglasses.

Participants were randomly assigned to one of three pride conditions (authentic pride, hubristic pride, and the control). The manipulation of emotion was adapted from McFerran, Aquino and Tracy (2014). Participants in the *authentic* pride condition were asked to write a

brief story about themselves using the following four words: successful, confident, fulfilled and productive. Participants in the *hubristic* pride condition were asked to write a brief story about themselves using the following four words: snobbish, conceited, arrogant and smug. Participants in the control condition were asked to write about a typical day in their life (see Appendix A). We used the remaining three items from the AHPS scale as a manipulation check (accomplished, like I am achieving, like I have self-worth, $\alpha = .86$ for authentic pride; egotistical, pompous, and stuck-up, $\alpha = .87$ for hubristic pride). Finally, participants indicated how much they would pay for a pair of Louis Vuitton sunglasses, which served as our dependent variable (see Appendix C). We chose a pair of Louis Vuitton sunglasses because previous research has shown that Louis Vuitton sunglasses are considered as indulgent products (McFerran et al. 2014).

## Results and Discussion

*Pride Manipulation Check*. As expected, participants in the authentic pride condition reported greater authentic pride ($M = 3.96$) than those in the hubristic pride ($M = 2.55$; $t = 5.35$, $p < .001$) and control conditions ($M = 2.88$; $t = 4.08$, $p < .001$). Participants in the hubristic pride condition reported greater hubristic pride ($M = 2.34$) than those in the authentic pride ($M = 1.89$; $t = 2.21$, $p < .05$) and control conditions ($M = 1.69$; $t = 3.01$, $p < .01$) (see Table 5).

*Indulgence*. We measured indulgence with the log-transformed dollar amount people were willing to pay for the luxury sunglasses. We used log-transformed data because the original data were truncated and were not normally distributed. As predicted, a one-way ANOVA showed a significant main effect of emotion on indulgence ($F(1, 96) = 3.73$, $p < .05$), such that participants in the authentic pride condition ($M = 5.96$) were willing to pay more for a luxury

product than those in hubristic pride condition ($M = 5.56$; $t = 2.16$, $p < .05$) and those in the control condition ($M = 5.48$; $t = 2.51$, $p < .01$) (see fig. 3).

*Discussion of Studies 2A and 2B.* The results of Study 2B again support our prediction that feelings of authentic pride lead to more indulgence than hubristic pride. Across the two studies, our results show converging evidence that authentic pride has stronger licensing effects on indulgence than the hubristic pride or control conditions. Thus, the first two studies demonstrate that authentic pride leads to more indulgence than hubristic pride, which is consistent with McFerran, Aquino and Tracy (2014) and Wilcox, Kramer, and Sen (2001). However, it is not clear whether authentic pride always leads to more indulgence than hubristic pride, given that cognitive resources will interact with this effect. As mentioned earlier, we predict that authentic pride, associated with self-accomplishment, will lead to stronger licensing effects than hubristic pride, especially when consumers have cognitive resources available to justify their indulgent choice. Therefore, I propose that when cognitive resources are available, consumers have the opportunity to "think through" why they are feeling proud, and because the underlying reason is legitimate (i.e., "authentic") they in turn feel it is appropriate to indulge. In contrast, when the source of the pride is not based on their own legitimate achievement (i.e., "hubristic"), and they have time to consider that situation, they realize they don't deserve to indulge. Therefore, in the following studies, I manipulated both pride and cognitive resources in order to better understand the underlying process.

Furthermore, another limitation guided our next studies. In studies 2A and 2B, we only asked participants' willingness to pay for luxury products (e.g., a Rolex watch in study 2aA and a pair of Louis Vuitton sunglasses in study 2B). Because we did not ask consumers how much they would pay for a non-luxury products, we didn't know if consumers experiencing authentic

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pride will be willing to pay more for both hedonic and utilitarian goods. Therefore, we designed the following studies to address the above concerns.

## Experiment 3 Pride and Cognitive Resources

### Overview

The purpose of study 3 is to test the prediction that authentic pride leads to more indulgence than hubristic pride when consumers have ample cognitive resources but to less indulgence when consumers have scarce resources (H2). A major improvement in this study is that we used both logo items and non-logo items as a measure of the dependent variable. We also manipulated cognitive resources by asking participants to memorize a password. As a result, I manipulated both pride and cognitive resources. The overall design of the study was a 3 (emotion: authentic pride vs. hubristic pride vs. the control) $\times$ 2 (cognitive resource: high vs. low) between-subjects design.

### Method

*Participants*. A total of 65 students from a Midwestern university participated in this study in exchange for partial course credit.

*Procedure*. Participants completed the experiment outside of class time in a behavioral lab running Qualtrics experimental software. Participants were told that they would complete three separate studies, one a story writing study, one a memory study and one a consumer

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decision making study. The study was separated into three parts, which were disguised as separate studies. In the first part, we manipulated pride with a story writing task, in the second part we manipulated cognitive resources, and in the third part we measured the price willing to pay for products with the university's logo and without the university's logo. We used the logo product as a measure of indulgence because consumers have to pay extra for the logo products even they have the same functionality as the non-logo products.

*Pride Manipulation*. We manipulated pride (authentic pride, hubristic pride and control) with the same instructions as in study 1.

*Cognitive Resources Manipulation*. After the pride manipulation, participants were asked to remember a "password," a cognitive resources manipulation adapted from Conway and Gawronski (2013). In the low cognitive resource condition, participants were asked to remember a complex password involving letters, numbers, punctuation, and more than one case (e.g., Hj69736741?); in contrast, for the high cognitive resource condition, participants were asked to remember a fairly easy password, involving only three numbers (e.g., 123) (Conway and Gawronski 2013) (see Appendix D).

*Indulgence Measure*. After completing the cognitive load manipulation, participants did a price-assignment task, in which they were asked to indicate how much they would pay for four items with their school's logo (e.g., a T-shirt, notebook, license plate frame and toaster) and nine items without their school's logo (e.g., a vacuum, electric toothbrush, shampoo, backpack, pineapple, etc.) (see Appendix C). Participants saw color images of each product in random order and were asked to list the price that they would be willing to pay for each product, which was adapted from previous literature (Vohs and Faber 2007). Similar to Vohs and Faber (2007) paper, we chose these products because (1) they allowed for enough variance in the range of

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prices so as to capture differences in willingness to pay; and (2) participants usually have to pay

extra for products with school logos, even if they serve the same functions as products without

the school logos. We predict that feeling authentic pride will increase willingness to pay for

school logo products since they are indulgent products, when cognitive resources are available.

After completing the price-assignment task, participants were asked to complete two questions

that served as the manipulation checks of cognitive resources: "How much effort did you put into

thinking about/remembering the password during the experiment? (1 = lots of effort, 7 = no

effort at all)," and, "How easy was it for you to remember the password during the experiment?"

(1 = very difficult, 7 = very easy). Finally, we debriefed and dismissed participants.


## Results and Discussion


*Pride Manipulation Checks.* We did not implement pride manipulation checks in this

study because the manipulation of pride procedure was identical to study 1, and it was validated

through previous studies.

*Cognitive Resource Manipulation Checks*. We took an average of two manipulation

check questions for cognitive resource to form a manipulation check score ($\alpha = .51$). A 2 by 3

ANOVA indicated only a main effect of cognitive resources: participants in the high cognitive

resource condition reported they had more cognitive sources ($M_{high} = 4.38$) than those in the low

cognitive resource condition ($M_{low} = 5.96$; $F(1, 59) = 26.16$, $p < .001$), confirming the success of

the cognitive resource manipulation (see Table 6).

*Indulgence.* We first standardized price for each item because the price data had a large variance. We then measured indulgence by averaging the four standardized prices for the indulgent items (four items with the school's logo); and we also averaged the nine standardized prices for the non-indulgent items (nine items without the school's logo). Repeated measures ANOVA revealed a significant interaction involving our repeated measure (willingness to pay for school logo products and non-logo products), pride, and cognitive resources ($F(2, 59) = 4.52$, $p < .01$), such that when cognitive resources were available, participants in the authentic pride condition ($M = .37$) assigned higher prices to the logo items than those in hubristic pride condition ($M = -.62$, $t = 2.56$, $p < .01$). However, when cognitive resources were limited, participants in the hubristic pride ($M = .70$) condition assigned significantly higher prices to the logo items than those in the authentic pride condition ($M = -.49$, $t = 3.05$, $p < .01$). The cognitive resources manipulation did not affect control conditions' price index. For example, when cognitive resources were available, participants in the control condition ($M = -.24$) assigned similar price amounts to products as those when cognitive resources were limited ($M = .21$, $t = 1.05$, $p = .29$, NS) (see Figure 4 and Table 8).

*Discussion of Study 3.* Again, using different operationalization of indulgence, the results of study 3 provide additional support for our conceptualization. Most importantly, we found support for our second hypothesis that feeling authentic pride leads to more indulgence than hubristic pride when resources are available, but when resources are limited, hubristic pride leads to more indulgence. Of more importance, the findings also provide evidence for the mechanism underlying the pride and indulgence. Consistent with our premise that authentic pride leads to indulgence through the slow and effortful route, but hubristic pride leads to indulgence through the quick and emotional route. To gain more confidence in our hypothesis that cognitive resource

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moderates the effect of pride on indulgence, we conducted two subsequent studies to further test the found effects. We replicate the results of study 3 with a different measure of indulgence and a different manipulation of cognitive resource in the next two study.

Experiment 4 Replicating the Effect of Pride and Cognitive

Resources on Indulgence

Overview

The purpose of study 4 is to replicate study 3 using the same cognitive resource manipulation but a different indulgence measure. The overall design of the study was a 3 (emotion: authentic pride vs. hubristic pride vs. the control) $\times$ 2 (cognitive resource: high vs. low) between-subjects design, with both factors being manipulated. Similar to study 1, indulgence was measured with a choice between a $10 movie theater ticket or gasoline card.

Method

*Participants*. A total of 134 students (52 females; $M_{age}$: 20.65, range: 18 to 23) from a Midwestern university participated in this study in exchange for partial course credit.

*Procedure.* Participants completed the experiment outside of class time in a behavioral lab running Qualtrics experimental software. The study was separated into three parts, which were disguised as separate studies. The first part included a pride manipulation task. The second part included the cognitive resource manipulation. Finally, the last part included a measurement

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of the dependent variables. The procedure was similar to study 3, except that we measured indulgence by asking participants to make a choice between a $10 movie theater ticket or gasoline card (similar to study 1).

       *Pride Manipulation*. Similar to the experiment 1, participants were randomly assigned to one of three emotion conditions (authentic pride, hubristic pride, and control). The manipulation of emotion was adapted from Ashton-James and Tracy (2011).  Participants in the *authentic* pride condition were asked to recall a time when "You felt very PROUD of yourself; a time when you felt like you had succeeded through hard work and effort, when you had done your best, reached your potential, or achieved your goals. Everyone has experienced a sense of accomplishment and self-worth at some time in their lives, even if only for a moment. In the space below, describe in as much detail as possible, a time when you felt pride like this: Where were you? What were you doing? Who were you with?" Participants in the *hubristic* pride condition were asked to recall and describe a time when "You felt very PROUD of yourself. Please think about a time when you felt very PROUD; a time when you may have behaved in a pompous manner, or perhaps felt snobbish, pretentious, stuck-up or arrogant. Everyone has, at one time or another, felt innately superior to or better than others, even if only for a moment. In the space below, describe in as much detail as possible, a time when you remember feeling pride like this: Where were you? What were you doing?  Who were you with?" Participants in the *control* condition were asked to recall a "typical day in your college life. It might be what you did yesterday. Please recall everything that you had done that day. Please describe in as much detail as possible, a day like this: Where were you? What were you doing? Who were you with?" (see Appendix A).

*Cognitive Resources Manipulation*. Similar to experiment 3, after the pride manipulation, participants were asked to remember a "password," which was adapted from Conway and Gawronski (2013). In the low-cognitive resource condition, participants were asked to remember a complex password involving letters, numbers, punctuation, and more than one case (e.g., Hj69736741?); in contrast, for the high-cognitive resource condition, participants were asked to remember a fairly easy password, involving only three numbers (e.g., 123) (Conway and Gawronski 2013) (see Appendix D).

*Choice*. Finally, the participants were asked to choose from the following two gift card options in exchange for participating in the research study: either a $10 gift card for a gasoline purchase (the utilitarian choice), or a $10 gift card for movie theater tickets (the hedonic choice). After completing the choice of the gift card, participants were asked to complete two questions that served as the manipulation check of cognitive resources: "How much effort did you put into thinking about/remembering the password during the experiment? (1=lots of effort, 7=no effort at all)," and, "How easy was it for you to remember the password during the experiment?" (1=very difficult, 7=very easy). Finally, we dismissed participants.

## Results and Discussion

*Pride Manipulation Checks.* We did not implement pride manipulation checks in this study because the manipulation of pride procedure was identical to study 1, and it was validated through previous study.

*Cognitive Resource Manipulation Checks*. We first took an average of two manipulation check questions for cognitive resource to form a manipulation check score ($\alpha = .66$). A 2 by 2 ANOVA indicated only a main effect of cognitive resources: participants in the high cognitive resource condition reported they had more cognitive sources ($M_{high} = 4.13$) than those in the low cognitive resource condition ($M_{low} = 6.65$; $F(1, 126) = 165.95$, $p < .001$), confirming the success of the cognitive resource manipulation (see Table 9).

*Indulgence*. A logistic regression showed a significant two-way interaction of pride and cognitive resource on indulgent choice (Wald's $x^2 = 6.73$; $p < .01$). When cognitive resources were high, participants in the authentic pride condition were more likely to choose the hedonic option (55.56%) than those in the hubristic pride condition (40.74%). However, when cognitive resources were low, participants who were in the hubristic pride condition were more likely to choose the hedonic option (59.26%) than those in the authentic pride condition (44.44%). No other effects were observed (all $p$s > .05) (see fig. 5).

*Discussion of Study 4*. The results of study 4 again showed that feeling authentic pride leads to indulgence, especially when cognitive resources are available, but that when cognitive resources are limited, feeling hubristic pride leads to more indulgence than authentic pride. Studies 3 and 4's manipulation of cognitive resources provided evidence that authentic pride and hubristic pride influences indulgence through two different systems. For instance, authentic pride leads to more indulgence through the slow, effortful and cognitive route; but hubristic pride leads to more indulgence through the quick, effortless and emotional route. However, cognitive resources could be manipulated in different ways, thus, in the following study, I manipulated cognitive resources through a concurrent task, because using a concurrent task could help us to

better understand how consumers make decisions when they are being distracted. In addition, I measured indulgence using an indulgent index from multiple choices in different domains.

## Experiment 5 Replicating the Effect of Pride and Cognitive Resources on Indulgence

### Overview

Study 5 extends our investigation of the interactive effects of pride and cognitive resources on indulgence (H2) by using a different way to manipulate cognitive resources and to measure indulgence. Most importantly, we attempted to uncover the underlying mechanism of the found effect. We tested the perceived ability to resist temptation as a potential mediator. In our prior experiments, we manipulated cognitive resources by asking participants to remember either an easy or a hard password. To extend our investigation, we manipulate cognitive resources through a concurrent task designed to limit consumers' resources when they are making decisions. In addition, to further generalize the findings, we created an indulgent index with nine choices in different domains (e.g., saving and eating). Again, the overall design of the study was a 3 (emotion: authentic pride vs. hubristic pride vs. the control) $\times$ 2 (cognitive resource: high vs. low) between-subjects design, with both factors being manipulated.

Method

*Participants*. A total of 167 MTurk users (60 females, $M_{age}$: 37.78, range: 18 to 73) participated in this study in exchange for monetary compensation.

*Procedure*. Participants learned that the survey involved two separate and unrelated studies: a memory study (writing a story) and a consumer decision-making study. The memory study included a pride manipulation task. The decision-making study included a cognitive resource manipulation and a measure of indulgence.

The manipulation of pride was similar to study 2B, except that we changed the control condition to make it parallel with the pride conditions. Specifically, participants in the *authentic* pride condition were asked to write a brief story about themselves using the following four words: successful, confident, fulfilled and productive. Participants in the *hubristic* pride condition were asked to write a brief story about themselves using the following four words: snobbish, conceited, arrogant and smug. Participants in the *control* condition were asked to write a brief story about themselves using the following four words: quiet, calm, relaxed and peaceful (see [Appendix A](#)). We used the remaining three items from the AHPS scale as a manipulation check ("accomplished," "like I am achieving," and "like I have self-worth," $\alpha = .86$ for authentic pride; and "egotistical," "pompous," and "stuck-up," $\alpha = .87$ for hubristic pride).

After the pride manipulation checks, participants completed a decision- making task, where we manipulated cognitive resources through a concurrent task and measured indulgence at the same time. Each participant made nine choices presented in random order. To manipulate cognitive resources, we asked participants to either count the number of times the letter "o" appeared in each choice (low cognitive resources), or to simply count the number of choices they

made (high cognitive resources). To be more specific, in the low cognitive resource conditions, participants learned the following: "Many times while consumers make choices, they are distracted by other things. To make this decision-making environment realistic, we will ask you to keep track of the total number of letter "o" s (not zero) which appear in the green area of each choice. The goal of this task is to accurately count the number of times the letter "o" appears in the green area, not to carefully select the option you prefer. After you are done with all the choices, we will ask you to write down the total number of letter "o" s in all the green areas." In the high cognitive resource conditions, participants were informed of the following: "Many times while consumers make choices, they are distracted by other things. To make this decision-making environment realistic, we will ask you to count the number of choices you make. Each choice is highlighted in green. The goal of this task is to carefully select the option you prefer, not to accurately count the number of choices you make" (see Appendix D).

After reading the instructions, participants were asked to make nine product choices in total, and each choice appeared on the screen separately. We selected the choices with the following criteria: (1) there is a trade-off between a luxury and necessity (e.g., a $50 voucher to redeem at a nice restaurant vs. a $50 voucher to redeem at a grocery store; a pair of designer jeans vs. a vacuum cleaner) (Khan and Dhar 2006; Kivetz and Simonson 2002d); (2) or there is a trade-off between immediate pleasure and long-term interest (e.g., a $10 Amazon gift card valid immediately vs. a $15 Amazon gift card valid after one week; a low-calorie, seasonal fruit salad vs. a piece of rich, delicious chocolate cake) (May and Monga 2014; Shiv and Fedorikhin 1999). Consistent with the literature on licensing effects, we used these choices as a measure of licensing effects (Khan and Dhar 2006). These choices facilitate either more non-hedonic goals or hedonic goals (e.g., *Time Magazine* could provide knowledge vs. *Time Out Magazine* could

provide entertaining, immediate pleasure) (Kivetz and Zheng 2006), which allowed us to test licensing effects via indulgent choices (see Appendix E) .

One pretest (N = 59 MTurk users) was conducted to verify that the selected stimuli were considered hedonic and utilitarian. Participants first received definitions of hedonic and utilitarian products, which were adopted from the work of Khan and Dhar (2006). Participants were informed of the following: "We want to ask your opinions about the choices you have made. We define a utilitarian, or a necessary item as one that is mainly desired to fulfill a basic need or to accomplish a functional or practical task. And a hedonic, or a luxury, item as one mainly desired to fulfill a desire for pleasure, fantasy, and fun." Then participants were asked to rate nine items on nine-point scales (1 = "utilitarian," 9 = "hedonic") separately. The nine utilitarian items were averaged into a utilitarian index ($\alpha$ = .66), while the nine hedonic items were averaged into a hedonic index ($\alpha$ = .77). Results confirmed that hedonic items were considered by participants to be more hedonic ($M$ = 7.11, SD = 1.30), than utilitarian items ($M$ = 3.15, SD .96; $t(58)$ = 20.58, $p$ < .001).

After completing the decision task, participants were asked two questions to check the manipulation of cognitive resources: "How distracted were you while making the choices?" and, "How hard was it for you to make the choices?" on a seven-point scale (1 = not at all, 7 = extremely). Their responses to those two items ($\alpha$ = .70) were averaged into a distraction index. After completing the manipulation checks, participants were also asked to rate their ability to resist temptation (Tangney et al. 2004) ("I am good at resisting temptation") on a 7-point scale (1 = strongly disagree, 7 = strongly agree). We measured participant's ability to resist temptation with one single item that is embedded in the established 10-item self-control scale (Tangney et al. 2004). Finally, participants were dismissed.

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Results and Discussion

*Pride Manipulation Checks.* The manipulation of pride was successful. We tested pride manipulation by submitting the authentic pride manipulation index ("accomplished," "like I am achieving," and "like I have self-worth," α = .86 for authentic pride) and hubristic pride manipulation index ("egotistical," "pompous," and "stuck-up," α = .87 for hubristic pride) to a pride (authentic pride vs. hubristic pride vs. the control) × cognitive resource (high vs. low) ANOVA analysis. As expected, participants in the authentic pride condition reported greater authentic pride ($M$ = 4.42, SD = .74) than participants in the hubristic pride condition ($M$ = 3.09, SD = 1.28, $t$(167) = 6.74, $p$ < .0001), and in the control condition ($M$ = 3.51, SD = 1.00, $t$(167) = 5.06, $p$ < .0001). Participants in the hubristic pride condition ($M$ = 3.09, SD = 1.28) experienced less authentic pride than those in the control condition ($M$ = 3.51, SD = 1.00, $t$(167) = - 2.15, $p$ =.03). In addition, participants in the hubristic pride condition reported greater hubristic pride ($M$ = 2.65, SD = 1.49) than participants in the authentic pride condition ($M$ = 1.89, SD = .91, $t$(167) = 3.69, $p$ = .0003) and the control condition ($M$ = 1.38, SD = .80), $t$(167) = 6.34, $p$ < .0001). Participants in the authentic pride condition ($M$ = 1.89, SD = .91) experienced more hubristic pride than those in the control condition ($M$ = 1.38, SD = .80, $t$(167) = - 2.74, $p$ =.006) (see Table 11).

*Cognitive Resource Manipulation Checks.* The manipulation of cognitive resources was successful. We tested cognitive load manipulation by submitting the distraction index to a pride (authentic pride vs. hubristic pride vs. the control) × cognitive resource (high vs. low) ANOVA analysis. As expected, the main effect of cognitive resource was significant, such that participants in the low cognitive resource condition ($M_{low}$ = 3.24, SD = 1.74) indicated that they

were more distracted than those in high cognitive resource condition ($M_{high}$ = 1.97, SD = 1.22, $F(1, 166)$ = 27.94, $p < .0001$) (see Table 13). No other effects were observed (all $p$s >. 60).

   *Indulgence*. To calculate each participant's level of indulgence, we computed an indulgent choice index that coded each indulgent choice as 1 and each non-indulgent choice as 0, then summed these choices across the 9 decisions. The ANOVA analysis on the indulgent index revealed a significant interaction between pride and cognitive resources ($F(2, 161)$ = 4.20, $p$ = .016), such that when cognitive resources were available, participants in the authentic pride condition ($M$ = 3.82) were more likely to choose indulgent options than those in the hubristic pride condition ($M$ = 2.68, $t$ = 2.40, $p < .01$) and the control condition ($M$ = 2.98, $t$ = 2.16, $p < .05$). There was no difference between the hubristic ($M$ = 2.68) and control conditions ($M$ = 2.98, $t$ =.64, $p$ = .51, NS).

   However, when cognitive resources were limited, participants in the hubristic pride ($M$ = 4.22) condition were more likely to choose indulgent options than those in the authentic pride condition ($M$ = 3.50, $t$ = 1.63, $p$ = .10). There was no difference between the authentic pride ($M$ = 3.50) and control conditions ($M$ = 3.69, $t$ =.43, $p$ = .667, NS), or the hubristic pride ($M$ = 4.22) and control conditions ($M$ = 3.69, $t$ =1.19, $p$ = .23, NS). The ANOVA also revealed that cognitive resources had a significant effect on the participants' indulgent choice, such that people were more likely to choose indulgent options when they were distracted ($M$ = 3.81) than when they were not ($M$ = 3.19, $t$ = 2.52, $p < .01$) (see fig. 6).

   *The Mediating Role of Perceived Ability to Resist Temptation in Indulgence*. Taken together, the results suggest that when cognitive resources are available, indulgence is higher among individuals who experienced authentic pride than hubristic pride. To test the empirical question whether the participants' perceived ability to resist temptation mediate this effect, we

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followed the mediation analysis recommended by Preacher, Rucker and Hayes (2007), using Process SAS, Model 4. We conducted a mediation analysis with participants in the ample cognitive resources conditions to test whether perceived ability to resist temptation actually influenced their indulgence, using a bootstrapping procedure (5,000 bootstrap samples) (Preacher, Rucker, and Hayes 2007). A bootstrap analysis showed that a 95% confidence interval for the size of the indirect effect, excluding zero, was [.01, .80], suggests that perceived ability to resist temptation was a mediator.

To better understand the mediation, we ran a series of regressions following Baron and Kenny (1986). First we selected data in the available cognitive resource condition, where we coded authentic pride as 1, and hubristic pride as 0. The regression model predicted indulgent choice (DV) with manipulated pride (IV), and perceived ability to resist temptation (mediator)(Baron and Kenny 1986). The first part of the model regressed manipulated pride on ability to resist temptation, showing that authentic pride indeed decreased one's self-reported ability to resist temptation. ($b$ = -1.40, $t$ = 3.29, $p$ = .01). The second part of the model regressed ability to resist temptation on indulgent choice. The results showed that ability to resist was a significant predictor of indulgent choice, such that increasing ability to resist temptation decreased indulgent choice ($b$ = -.31, $t$ = -2.38, $p$ = .02). The third part of the model regressed manipulated pride on indulgent choice, and the results showed that manipulated pride was a significant predictor of indulgent choice, such that authentic pride increased indulgent choice ($b$ = 1.14, $t$ = 2.71, $p$ = .01). Finally, the direct effect of manipulated pride on indulgent choice was reduced to non-significance when resisting temptation was included in the model ($b$ =.87, $t$ = 1.91, $p$ = .06, NS). The result of the Sobel test (Sobel 1982) confirmed that perceived ability to

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resist temptation mediated the effect of pride on indulgence ($z = 1.93$, $p = .05$). Thus, the analysis suggests that resisting temptation was, indeed, a mediator (see Figure 7).

The same analysis did not show a mediation effect in the low cognitive resource conditions: a 95% confidence interval for the size of the indirect effect, including zero, was [-.06, .25]. To be specific, we selected data in the limited cognitive resources conditions, where we coded authentic pride as 1, and hubristic pride as 0. The regression model predicted indulgent choice (DV) with manipulated pride (IV), and perceived ability to resist temptation (mediator). The first part of the model regressed manipulated pride on ability to ability to resist temptation, showing that pride did not influence one's self-reported ability to resist temptation. ($b = -.26$, $t = -.55$, $p = .58$, NS). The second part of the model regressed ability to resist temptation on indulgent choice. The results showed that ability to resist temptation did not predict indulgent choice ($b = -.03$, $t = -.18$, $p = .85$). The third part of the model regressed manipulated pride on indulgent choice, and the results showed that manipulated pride was not a significant predictor of indulgent choice ($b = -.70$, $t = -1.61$, $p = .11$, NS). Finally, the direct effect of manipulated pride on indulgent choice was not reduced to non-significance when resisting temptation was included in the model ($b = .60$, $t = -1.39$, $p = .17$, NS). Thus, the analysis suggests that ability to resist temptation was a mediator only in the high cognitive resources condition, but not in the low cognitive resources condition.

*Discussion of Study 5.* The results show that feelings of authentic pride lead to more indulgence than hubristic pride when cognitive resources are available, but when resources are limited, hubristic pride leads to more indulgence, which we measured with the hedonic choice index. In summary, study five provides another demonstration of the hypothesized effect of pride and cognitive resources on indulgence. A strength of the study is that we manipulated cognitive

resources in a different way. This gives us more confidence about our conclusion that authentic

pride leads to indulgence through the slow and effortful route, but hubristic pride leads to

indulgence through the quick and emotional route.

We further offer an initial demonstration that perceived ability to resist temptation may

be a mediator of the effect of pride on indulgence. This finding is preliminary for two reasons.

First, one of the limitations of the current mediation analysis is that we only used a single item

from the established self-control scale (Tangney et al. 2004) to measure the perceived ability to

resist temptation. We tried using the full scale, but only the resisting temptation item mediated

the effect of pride on indulgence. We think this item worked as a mediator because the ability to

resist temptation is a good predictor of indulgent choice. Although we found evidence that this

item mediates the effect of pride on indulgence, further research is needed to understand the

underlying nature of the process. Single item measures are notably unreliable.

Second, another limitation of the current mediation analysis is that we only found

mediation in the ample cognitive resources condition. In the low cognitive resources condition,

pride did not affect the perceived ability to resist temptation. In the cognitive load condition, it is

hard to gather self-reported data about underlying processes. As a result, it is not surprising that

we did not find any mediation in the cognitive load condition.

Going forward, future research might use a different approach to understand the

underlying psychological process. A recently published article by Spencer et al. (2005) argues

that although understanding psychological processes is fundamental to advancing the field, but

over the years social psychologists have overemphasized one particular way of examining

psychological processes: regression mediation models based on the seminal paper by Baron and

Kenny (1986). Spencer et al. (2005) argue that when it is easy to manipulate a proposed

psychological process but difficult to measure it, using moderation instead of mediation be more

helpful to understand the underlying process (Spencer, Zanna, and Fong 2005). As proposed by

Spencer et al. (2005), the most compelling approach involves designing and utilizing several

studies to examine a psychological process as both an effect of the proposed independent

variable, and as a cause of the proposed dependent variable (what they also referred to

"experimental-causal-chain designs").

CHAPTER 5: GENERAL DISCUSSION AND FUTURE RESEARCH

General Discussion

The results of five empirical studies demonstrate that authentic pride and hubristic pride lead to indulgence through different systems. Taken together, the studies show that authentic pride leads to more indulgence through the slow, effortful and cognitive route; but hubristic pride leads to more indulgence through the quick, effortless and emotional route.

Going beyond prior literature, in this research, we found evidence that authentic pride leads to more indulgence than hubristic pride (studies 1-2), especially when cognitive resources are available (studies 3-5). However, when cognitive resources are limited, hubristic pride leads to more indulgence than authentic pride (studies 3-5). We further found that perceived ability to resist temptation mediates these effects (study 5). When cognitive resources are available, people who feel authentic pride indulge themselves more than those who feel hubristic pride, because those primed with authentic pride believe they deserve a reward, therefore they don't need to resist temptation. However, when cognitive resources are limited, those who feel hubristic pride may feel that they do not deserve hedonic goods when they have enough time to think about their pride. But when the resources are limited, neither those feeling authentic pride, nor those feeling hubristic pride have the resources to ruminate about whether they deserve to indulge. As a result, the effects of authentic pride on licensing will be suppressed, and hubristic pride effects will be enhanced.

These findings emerged when pride, cognitive resources and indulgence were operationalized in multiples ways. Having multiple experiments permitted us to employ a

diversity of manipulations of pride and cognitive resources and measures of indulgence, so that possible ambiguities regarding one procedure could be remedied in another. For instance, we manipulated cognitive resources by asking participants to memorize a long versus a short password (studies 3 and 4) and to do a concurrent task (study 5). We also add to the literature in licensing effects by adopting different methods to measure indulgence. Specifically, we used the choice between a movie ticket or a gas card in studies 1 and study 4; willingness to pay for luxury products in studies 2A and 2B; willingness to pay for school logo items in study 3; and in study 5 we created an indulgence choice index, which was a composite of nine different choices. Most importantly, we varied the ways of manipulating pride and control conditions in the studies. For instance, we asked participants to write about a time "they felt like they had succeeded through hard work and effort, that you had done your best, reached your potential, or achieved your goals" in the authentic pride condition, and "a time that they may have behaved in a pompous manner, or perhaps felt snobbish, pretentious, stuck-up or arrogant" in the hubristic pride condition (studies 1 and 3); and a time they felt accomplished for authentic pride and snobbish in hubristic pride condition (study 2a). Most importantly, we observed the same pattern of results by using different control conditions: writing about a time of doing laundry (studies 1 and 3); writing the geography of their state (study 2); writing a typical day of life (studies 2B and 4) and writing a story using neutral words (study 5). We realized that some participants mentioned that they felt proud after doing the laundry, therefore, we revised the control conditions consistently in order to eliminate any alternative explanations.

Taken together, the present investigation employed multiple experiments with different operations of manipulations and measures, partly because there is no single, unambiguous measure of the constructs. For example, there is no single gold standard manipulation of

authentic pride and hubristic pride, and so we manipulated pride in different ways, In addition, we measured licensing in indulgence in many different behavioral spheres. The diversity of measures was especially important and helpful to support our findings.

In short, although some findings may seem open to alternative explanations because we varied the operationalization of the constructs, we attempted to provide evidence against these alternatives with other studies in the current investigation. The most parsimonious explanation for these findings is that authentic pride and hubristic pride lead to indulgence through different systems. Taken together, the studies show that authentic pride leads to more indulgence through the slow, effortful and cognitive route; but hubristic pride leads to more indulgence through the quick, effortless and emotional route.

Future Research

The current work points to several possible directions for future research. For instance, future research could examine the role of self-awareness in influencing the effects of authentic pride and hubristic pride on licensing effects. Self-awareness theory suggests that people pay attention either to the environment or to one's self, but not to both (Carver and Scheier 1981; Scheier and Carver 1985). Some situations can cause people to focus on themselves, although people are usually not self-focused. For example, gazing into a mirror, standing in front of an audience, and videotaping oneself could increase self-awareness (Goukens, Dewitte, and Warlop 2009; Pham et al. 2010). When self-awareness is high, the self-focused people are more concerned with the appropriateness of their actions. Self-focused people will have a higher motivation to reduce the discrepancy between a standard ideal and current undesired behavior.

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Therefore, previous research has found that higher levels of self-awareness increase self-regulation. For example, self-awareness decreases consumer choice for French fries (Wilcox et al. 2011), reduces the likelihood of cheating on an exam (Beaman et al. 1979), reduces the consumption of unhealthy food (Patrick et al. 2009), and increases people's willingness to help. Moreover, self-awareness causes people to behave in ways that are more consistent with their own personal product preference (Goukens et al. 2009). High self-awareness motivates the self to avoid temptation, and to increase one's motivation to act consistently with long-term goals or internal standards (Duval and Silvia 2002; Heine et al. 2008; Silvia and Phillips 2004).

Self-awareness plays an important role in moderating the effects of pride on indulgent choice. Wilcox (2011) found that when participants were made more self-aware by being videotaped, they were less likely to make indulgent choices when they were primed with pride versus a control. Furthermore, participants primed with pride were more likely to choose an indulgent choice when their self-awareness was low versus high, which highlights the important role of self-awareness in consumer decision-making. Future research is posed to examine how self-awareness moderates the effects of authentic pride and hubristic pride on licensing effects.

Future research could also test whether licensing effects are driven by ego-depletion or justification. One debate is whether licensing effects come from a lack of self-control or justification. The ego-depletion model suggests that consumers' self-control can be impaired after they engage in a resource-depleting task that requires self-control. For example, engaging in a hard task could impair one's self-control; therefore, the difficult task leads one to choose an indulgent option. Thus, depleted self-control could hinder one's performance on a subsequent self-control task, even if the tasks are seemingly unrelated (Baumeister 2002a; Baumeister 2003; Vohs et al. 2008). Most recent research in consumer behavior literature highlights the importance

of willpower in influencing consumers' dieting and saving behaviors (Baumeister 2002e, 2003; Metcalfe and Mischel 1999; Patrick et al. 2009; Vohs et al. 2008). Unlike Baumeister's ego depletion explanation, Kivetz (2002, 2006) suggests that when people have a compelling justification for their choice, they allow themselves to relax their self-control and select vices that provide immediate pleasure over virtues that provide long-term goals. Justification is based on either actual or future hard work. The feeling of guilt when considering spending money on luxuries moderates the role of effort on justification. Kivetz argues that one has to earn a right to indulge; thus, an indulgent choice is based on reason. A study by Jessie de Witt Huberts and her colleagues (2012) suggests that self-licensing occurs through reason, and not ego-depletion. However, the authors did not explore the effect emotion may have on licensing effects. Future research should examine whether ego-depletion or justification drives licensing effects.

The last promising area of future research is pride and moral licensing. Given that research finds that authentic pride and hubristic pride influence licensing in indulgence through different systems, future research could also investigate how other positive emotions can influence moral licensing, which is defined as past moral behavior providing moral credits so as to balance out subsequent immoral behaviors (moral debits). Past moral behaviors may give one license to behave immorally. Jordan, Mullen and Murnighan (2011) found that participants who were asked to recall their moral behaviors were more likely to cheat, reported less intention to exhibit moral behavior, and also reported fewer pro-social intentions (Jordan, Mullen, and Murnighan 2011). However, the data showed that recalling an achievement led to fewer pro-social intentions than recalling failure to achieve a goal; nevertheless, limited sample size does not allow us to make any definitive conclusions. Furthermore, it is not clear how past

achievement influences actual moral behavior. Future research should test how recalling achievement vs. inducing positive emotions influences people's moral licensing.

Previous researchers have found that there is a gap between people's actual immoral behavior and their desire to maintain a positive image (Ayal and Gino 2011; Barkan et al. 2012). People want to maximize their self-interest; however, they also want to feel good about themselves by viewing themselves as moral people. This gap is called "ethical dissonance" (Barkan et al. 2012). It arises from the inconsistency between one's actual behaviors (or intention to be dishonest) and one's moral standards. How do people engage in immoral behavior, but still keep a consistent moral self-image? Recent studies have shown that individuals solve this dissonance through moral licensing.

Previous research has shown that moral licensing can occur for two reasons: the first is licensing via balance (the moral credits model), while the second is licensing via construals (the moral credential model) (Merritt et al. 2010). Moral credits grant moral licensing by offsetting one's immoral deeds; in effect, it repairs the negative impact of immoral deeds on one's moral self-concept, thereby making bad deeds more permissible without changing their perceived meaning. However, moral credentials grant moral licensing by interpreting immoral deeds as though they were not transgressions at all. Moral credit can work as currency (or credits) that one may use to purchase immoral deeds; yet, moral credentials can work as a witness, testifying that the previous deeds are not immoral. Moral credits change one's feeling about the immoral transgression: they can make bad deeds more permissible without changing their perceived meaning. However, moral credentials change one's beliefs of the transgression. Another key difference between moral credits and moral credentials is that moral credits can fluctuate, depending on one's history of good or bad deeds; also, moral credit, but not moral credentials,

can diminish with use. Future research should investigate whether pride leads to moral credits or

moral credentials.

Alternative Explanation One: Deservedness

One interesting pattern arose in the studies whereby, under no cognitive load, authentic

pride leads to more indulgence than hubristic pride. One possibility is that licensing effects are

driven by deservedness when people feel authentic pride, especially when cognitive resources

are available. Prior research has shown that authentic pride leads to more indulgence than other

emotions because consumers believe that they deserve to indulge and reward themselves by

spending on products they desire. It has been shown that when participants were primed to feel

authentic pride, they view the indulgence as a reward for their achievement and success; whereas

those primed to feel hubristic pride view indulgence as a way to elevate themselves above others.

For instance, in one of McFerran (2014)'s studies, participants were asked to rate their desire to

shop at a luxury retailer, Neiman Marcus and a non-luxury store, JC Penny. They found that

when participants were primed with authentic pride, they perceived the luxury brand as more of a

reward than the non-luxury brand. However, when participants were primed with hubristic pride

and control words, this effect was attenuated. Perceived reward was measured using a single item

("Shopping here would be a nice reward for hard work and achievement"; 1 = not at all, 7 = very

much). Furthermore, the authors found that perception about the rewards mediated the

relationship between the manipulated pride and the desire to purchase. In summary, the authors

found that the belief that luxury shopping was a reward for achievement mediated the effect of

authentic pride on the desire to purchase luxury products, which suggests that a feeling of licensing or deservedness accounts for the effect of authentic pride on indulgence.

In addition, people who feel hubristic pride might perceive their pride displays as unmerited, and that they are not responsible for the achievements credited to them. When people feel hubristic pride, and they are able to acknowledge the lack of authenticity that comes from such pride that they can acknowledge their limitations and flaws (Holbrook et al. 2013). The Merited Success versus Unmerited Display model (M/U model) explains the differences between authentic pride and hubristic pride (Holbrook et al. 2013). Moreover, the M/U model predicts that people who feel hubristic pride tend not to credit success to themselves, but rather to external causes. If genuineness is the key to differentiating authentic pride from hubristic pride, I predict that hubristic pride will lead to less licensing effect when the deservedness of pride salient, because the valence of affect will become more negative when people doubt the genuineness of their pride.

Therefore, building on the previous literature between pride, perceived reward and deservedness, I predict that deservedness mediates the effect of authentic pride on the choice of a hedonic option because feeling authentic pride leads to high deservedness, which gives consumers a reason to justify the indulgence, and subsequently leads to increased licensing effects. I predict that people who feel authentic pride will perceive that they deserve the accomplishment. However, hubristic pride will lead to weaker licensing effects when cognitive resource is high compared to when it is low. In other words, when people question the genuineness and deservedness of their pride, hubristic pride will lead to fewer licensing effects than when they do not question it. Therefore, I predict the following: the deservedness of the indulgent choice mediates the influence of authentic pride on indulgence choices, such that:

authentic pride leads to greater feeling of deservedness when people have enough cognitive resources to think about their pride, therefore the deservedness leads to higher indulgence.

Alternative Explanation Two: Mixed Emotion

Another interesting pattern arose in the studies whereby, under cognitive load, hubristic leads to more indulgence than authentic pride. One possibility is that licensing effects are driven by mixed emotions and felt discomfort for hubristic pride under cognitive load. Positive and negative emotions have been viewed as mutually exclusive experiences; however, recent research has shown that positive and negative emotions (also referred to as mixed emotions) can peacefully coexists (Williams and Aaker 2002). Mixed emotion is defined as the experience of having positive and negative emotions congruently, which could occur in a variety of consumer and social contexts. Previous research has shown that many factors could lead to mixed emotions, such as engaging in indulgent consumption (Ramanathan and Williams 2007), and experiencing important life changing events (e.g., becoming a parent, moving to a different country, or graduating from college) (Hong 2008). Furthermore, cultural differences, construal level and aging moderate the effect of mixed emotions on attitude and judgment (Hong 2008; Williams and Aaker 2002). For example, Williams and Aaker (2002) found that persuasion appeals that highlight conflicting emotions (e.g., both happiness and sadness) lead to less favorable attitudes for individuals with a lower propensity to accept duality (e.g., Anglo Americans, younger adults) relative to those with a higher propensity (e.g., Asian Americans, older adults).

Previous research has suggested that pride is often mixed with components of both positive and negative emotions (Sullivan 2014). One theory that could explain the effect of hubristic pride on indulgence is the distinction between immediate and deliberate affect (Giner-Sorolla 2001). Immediate affect is a quick, automatic, rapid and low effort response to an object. However, deliberative affect is a slow and deliberate response. Therefore, deliberative affect arises from effortful and thoughtful processing over time (Giner-Sorolla 2001).

Future research could use the distinction between immediate and deliberate affect to explain the different effects of authentic pride and hubristic pride on licensing effects. I argue that hubristic pride is an immediate positive affect that arises quickly and automatically when the limited resources do not allow for thoughtful thinking. However, when there are enough resources for effortful thinking, I predict that hubristic pride leads to its deliberative affect form becomes a mixed emotion. Effortful thinking about one's hubristic pride will create mixed emotions, which have both positive components (e.g., pride) and negative components (e.g., shame). For example, one could feel pride and regret at the same time when being arrogant. Therefore, consistent with previous literature, we predict that people could have both positive and negative feelings after experiencing hubristic pride.

Furthermore, previous research has also shown that mixed emotions can lead to discomfort. Research on cognitive dissonance (Festinger 1957) posits that the experience of conflict could create discomfort, which in turn prompts cognitive reappraisal of the underlying elements in order to alleviate the discomfort feeling. In particular, research has shown that mixed emotions could lead to a conflicting psychological state and feel uncomfortable. Felt discomfort is unpleasant in nature because it is related to cognitive dissonance and attitudinal ambivalence. And this felt discomfort in return leads to less favorable attitude toward the mixed emotional

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appeals compared to pure positive emotional appeals (Aaker, Drolet, and Griffin 2008; Hong 2008; Ramanathan and Williams 2007; Williams and Aaker 2002). For example, Williams and Aaker (2002) found that people feel discomfort after viewing an ad that was both happiness and sadness appeals at the same time. And most importantly, this felt discomfort in return leads to less favorable attitude toward the ad. Furthermore, Hong (2008) found that for people who construe events at a concrete level, mixed emotions lead to greater discomfort and less favorable attitude toward the mixed emotions appeals compared to people who construe events at an abstract level. Williams and Aaker (2002) found that felt discomfort mediated the relationship between mixed emotional appeal and attitude, in which felt discomfort was measure by three items: uncomfortable, conflicted and confused (Williams and Aaker 2002). Therefore, consistent with Williams and Aaker (2002), and Ramanathan and Williams (2007) papers, I predict that two possible mediators, mixed emotions and felt discomfort arising from mixed emotions, mediate the effect of hubristic pride on licensing effects. To be specific, I predict that consumers feel simultaneous mixtures of positive and negative emotions in response to hubristic pride. And the mixed emotions lead to discomfort. And most importantly, felt discomfort leads to less indulgence.

## Contribution

My thesis has theoretical implications for scholars and practical implications for companies and public policymakers. In terms of theoretical contributions, this thesis extends the research on the effects of pride on licensing effects. Previous consumer research in pride has examined the role of pride on indulgent consumption choice (Wilcox et al. 2011), persuasion in

cross-cultural contexts (Aaker and Williams 1998a), self-control (Patrick 2006), and preference for advertisements (Katzir et al. 2010). However, very little research in consumer psychology has examined the differential effects of authentic and hubristic pride on consumer choice. Therefore, my thesis is a bridge between practitioners and researchers by examining the interesting, but largely unexamined effects of hubristic and authentic pride on licensing effects. In terms of theoretical implications for scholar, this paper contributes to the literature on emotion and licensing effects in the following three ways:

First, this paper extends research on the effects of pride on licensing effects in indulgence. The present research examines the interesting, but largely unexamined question of what moderates the effects of authentic and hubristic pride on licensing effects. Across these studies, we found a robust pattern that authentic pride leads to more licensing in indulgence than hubristic pride when cognitive resources are available, and the reverse pattern when the cognitive resources are limited.

Second, while past work demonstrates that authentic pride and hubristic pride have different effects on consumer decision-making, our research is the first to our knowledge to examine the boundary conditions impacting the effect of authentic pride on indulgence. We do so by identifying an important moderator, cognitive resource. While McFerran et al. (2014) suggest that authentic pride leads to a heightened desire for luxury products, they did not examine whether this result holds if consumers do not have enough cognitive resources. Wilcox et al. (2011) demonstrated that pride leads to indulgence when a sense of achievement is salient, but their manipulation of pride does not distinguish between the two types of pride. Furthermore, Huang et al. (2014) demonstrated that feeling effortful pride leads to less uniqueness seeking, but their manipulation of pride focuses on effort and as a trait pride instead of on authentic and

hubristic pride (accomplishment pride vs. arrogance pride) (Huang, Dong, and Mukhopadhyay 2014). Although the findings from our research are consistent with past work, showing that authentic pride leads to more indulgence, we contribute the field by showing that cognitive resources moderate this effect.

Third, we further make a contribution to the literature of emotion by showing that not all positive emotions have the same effect on consumer decision-making. Results from five studies confirm that although authentic pride and hubristic pride are all positive emotions, they have distinct effects on indulgence, such that authentic pride leads to more indulgence than hubristic pride.

This research also has implications for practice. Depending on the objective (motivating consumers to adhere to long-term goals versus prompting hedonic decisions), companies may want to induce different types of pride through advertising and through customer programs. For example, this research indicates that marketers should consider what types of pride they want to induce, given that cognitive resources play a significant role in influencing the effects. For example, managers might want to induce authentic pride when consumers have enough time to focus their attention on a decision; however, managers might want to induce hubristic pride when consumers are distracted or inattentive to commercials. Thus, this research provides unique and important suggestions regarding what kinds of pride marketers might want to induce.  In summary, my research's theoretical approach and potential findings not only have important implications for how and why different positive emotions influence licensing effects, but also prompt novel research questions about the underlying factors influencing licensing effects.

My thesis also opens a rich and important topic in the consumer research area: moral licensing, which is an important topic in consumer research. From a managerial perspective,

consumer moral licensing costs retailers billions of dollars annually (Brady, Voorhees, and Brusco 2012). My research will shed light on strategies that retailers can deploy to reduce moral licensing. Additionally, from a theoretical perspective, it will also contribute to a better understanding of the factors underlying consumer moral licensing, especially concerning the role of pride in influencing moral licensing effects.

Figure 1  Indulgent Choice Share (Movie Ticket) (Study 1)

**The Effect of Emotion on Indulgent Choice Share**
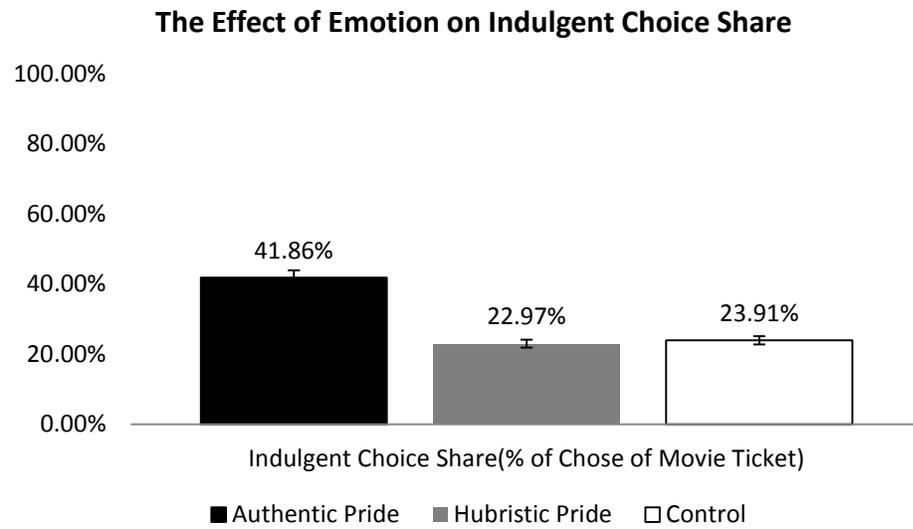
Figure 2  Price Willing To Pay For a Luxury Product (Study 2a)
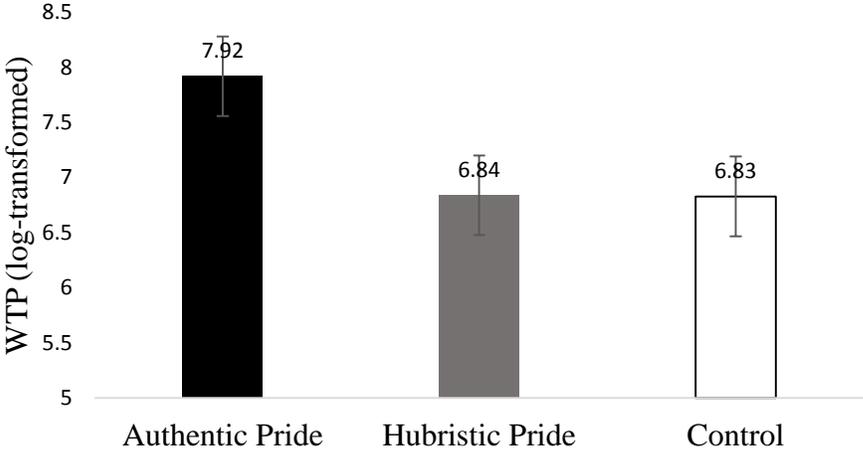
Figure 3  Price Willing To Pay For a Luxury Product (Study 2b)
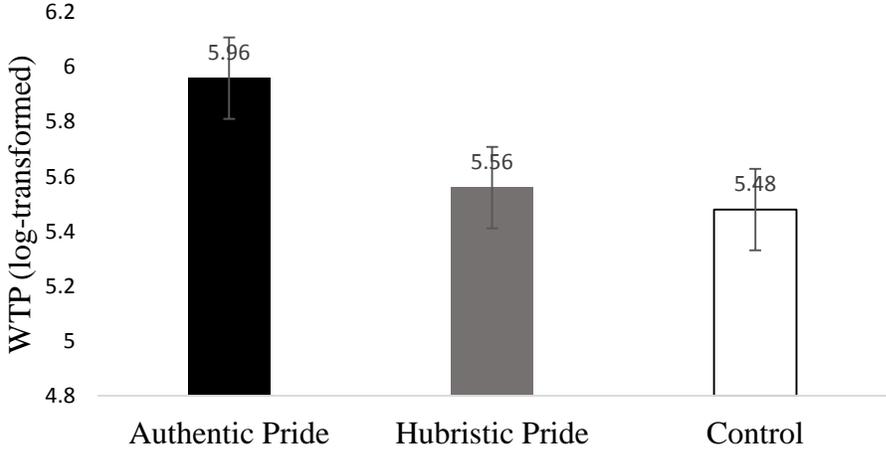
Figure 4  Price Willing To Pay For the Logo Products (Study 3)

## Logo Products



WTP (standardized)

0.8
0.6
0.4
0.2
0
-0.2
-0.4
-0.6
-0.8

0.37
0.7
0.21
High
Low
-0.23
-0.62
-0.49

Cognitive Resources

■ Authentic Pride
■ Hubristic Pride
□ Control

## Non-logo Products



WTP (standardized)

0.8
0.6
0.4
0.2
0
-0.2
-0.4
-0.6
-0.8

0.2
0.1
0.14
High
Low
-0.11
-0.3

Cognitive Resources

■ Authentic
■ Hubristic
□ Control
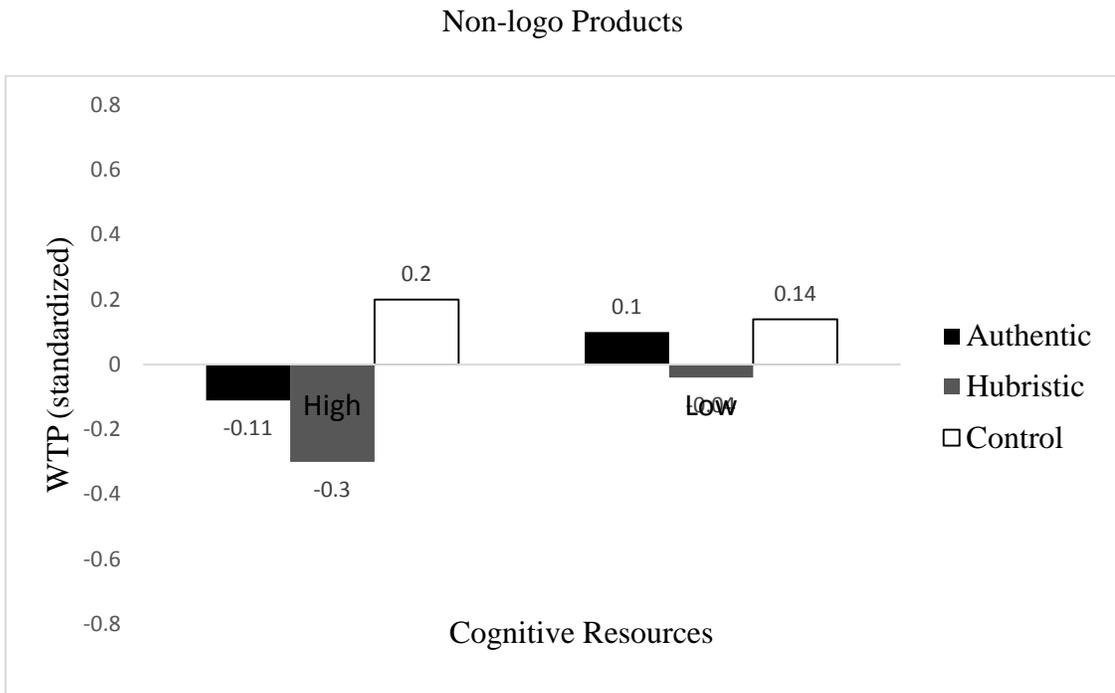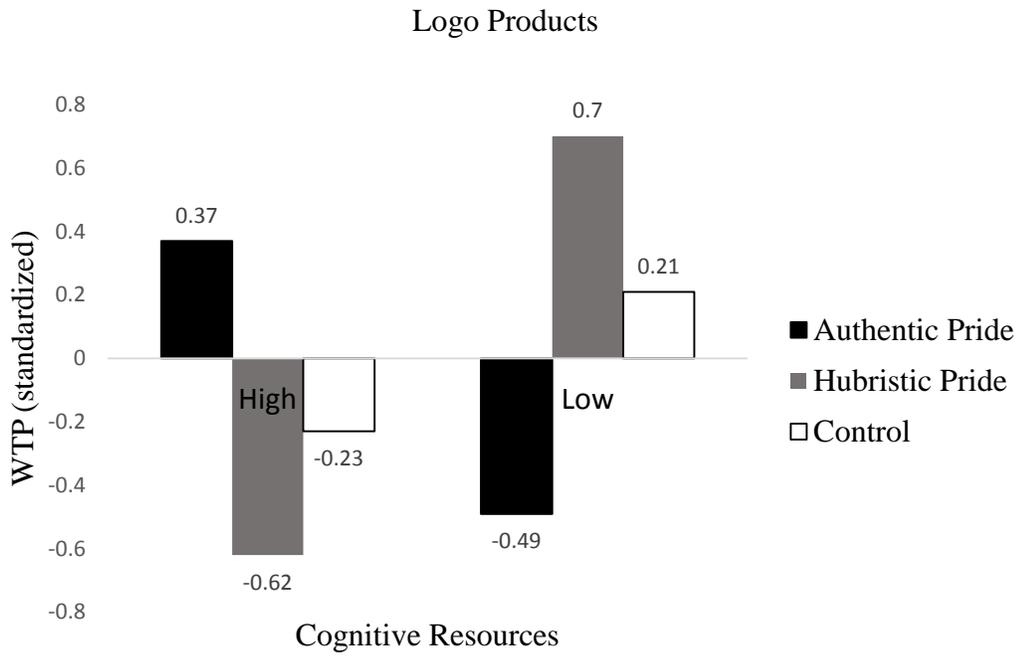
Figure 5  The Effect of Pride and Cognitive Resources on Indulgent Choice (Study 4)
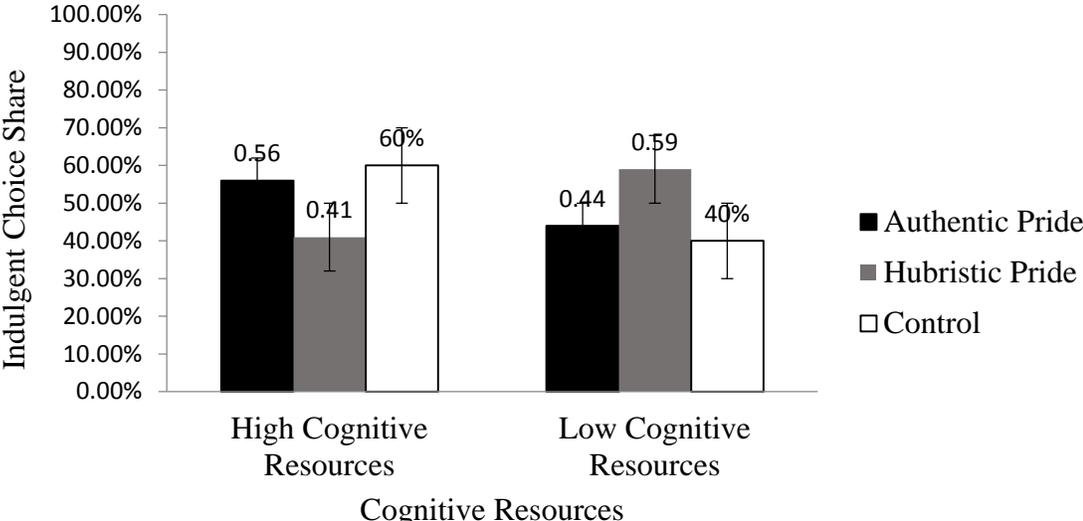
Figure 6  The Effect of Pride and Cognitive Resources on Indulgent Choice Index (Study 5)
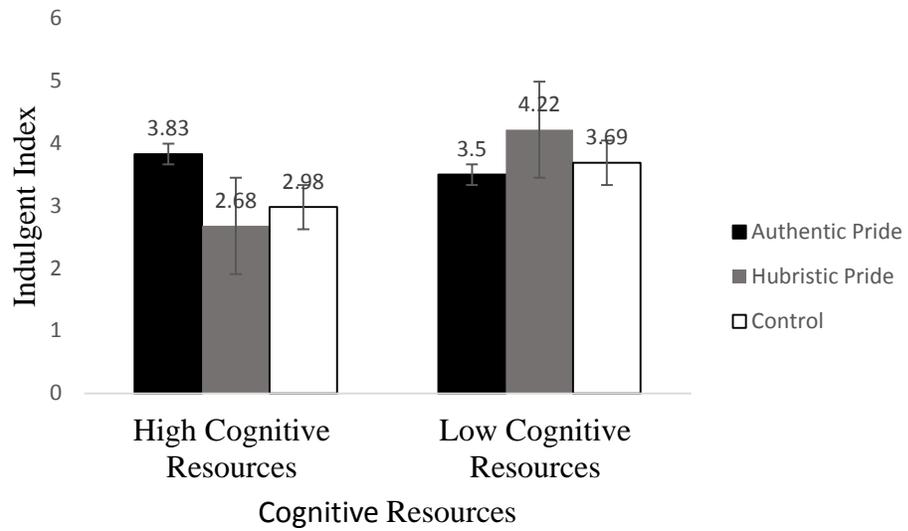
Figure 7  Mediation Analysis of Pride on Indulgence in Ample Cognitive Resources Conditions

(Study 5)

Perceived Ability to Resist Temptation

$b = -.14**$

Pride (Authentic Pride vs. Hubristic Pride)

$b = -.31**$

Without mediator:
$b = 1.14, t = 2.71, p = .01$

Indulgent Index

With mediator:
$b = -.87, t = -1.91, p = .06$, NS
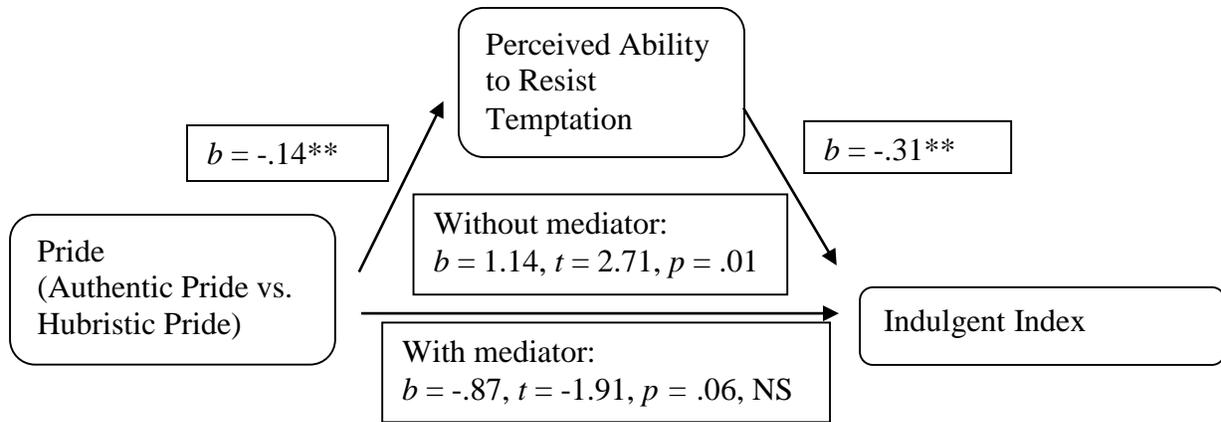
*Note.* 95% CI for the bootstrap estimate of the indirect effect = -.27, [.01, .80].

\* $p < .05$
\*\* $p < .01$

Table 1 Pretest Hedonic and Utilitarian Products

| Hedonic Products | Utilitarian Products |
|---|---|
| Watches, designer clothes, bags and sunglasses (e.g., a Coach purse, a Fossil watch and sunglasses 27.5%); | Basic clothing or shoes (e.g., shoes for work, a pair of sneakers, and hiking boots; 28%); |
| Entertaining music, movies, games or electronic accessories (e.g., headphones, an iPod charger, and an iTunes card; 22.5%); | Groceries (e.g., gasoline purchases, meat, toilet paper, and shampoo; 26%); |
| Restaurants or gourmet foods (e.g., a lobster dinner, and chocolate; 20%) | Products for work (e.g., textbooks, a computer mouse, and a flash drive; 16%) |

**NOTE.** In the first pretest (N = 40), participants recruited from MTurk were asked to list one luxury and one necessity item (with a retail value between $10-$50) that they would like to buy. Participants received the definition of "hedonic" and "utilitarian" products, which were adopted from the work of Strahilevitz and Myers (2010) and Khan and Dhar (2006). We defined a hedonic or luxury product item as something designed primarily to fulfill a desire for pleasure, fantasy, and fun (Khan and Dhar 2006; Strahilevitz and Myers 2010). We described a utilitarian or necessity product as something mainly designed to fulfill a basic need or to accomplish a functional or practical task.

Table 2 Pretest Hedonic and Utilitarian Rating of Products

| Choice | Mean of Hedonic Rating | Mean of Utilitarian Rating |
|---|---|---|
| Movie Ticket | M = 4.67, SD = 1.36 | M = 2.99, SD = 1.56 |
| Gasoline Gift Card | M = 4.13, SD = 1.66 | M = 4.89, SD = 1.52 |

**NOTE.** A pretest (N = 281) was conducted to verify the hedonic and utilitarian choice. Participants were asked to indicate their perception of $10 gift card for gasoline purchase/movie ticket on a 6-point scale (1 = unfunctional/useless/unnecessary/dull/not delightful; 6 = functional/useful/necessary/exciting/delightful). The first three statements combined into a utilitarian index ($\alpha$ = .84) and the last two into a hedonic index ($\alpha$ = .91). The result revealed that participants rated movie ticket gift card, as compared gasoline gift card, as more hedonic (*M*_movie = 4.67, SD = 1.36 vs. *M*_gasoline = 4.13, SD = 1.66, $t(281)$ = 4.53, $p < .0001$; and less utilitarian (*M*_movie = 2.99, SD =1.56 vs. *M*_gasoline = 4.89, SD = 1.52, $t(281)$ = -15.02, $p < .0001$).

Table 3 Manipulation Checks of Pride (Study 1)

| Authentic Pride Condition | | |
| --- | --- | --- |
| **Variable** | **Mean** | **Std Dev** |
| Authentic pride | <u>4.47</u> | 0.75 |
| Hubristic pride | 1.78 | 1.05 |
| Happiness | 3.64 | 0.67 |
| Sadness | 1.32 | 0.78 |

| Hubristic Pride Condition | | |
| --- | --- | --- |
| **Variable** | **Mean** | **Std Dev** |
| Authentic pride | 4.13 | 1.09 |
| Hubristic pride | <u>2.55</u> | 1.14 |
| Happiness | 3.46 | 0.98 |
| Sadness | 1.37 | 0.72 |

| Control Condition | | |
| --- | --- | --- |
| **Variable** | **Mean** | **Std Dev** |
| Authentic pride | 3.59 | 0.87 |
| Hubristic pride | 1.42 | 0.66 |
| Happiness | 2.76 | 0.88 |
| Sadness | 1.60 | 0.97 |

**NOTE.** Participants' responses to the Authentic and Hubristic Pride Scales (Tracy & Robins, 2007) were scaled into composite measures of authentic and hubristic pride ($\alpha$s = .97 and .94, respectively).

Table 4 Manipulation Checks of Pride (Study 2A)

| Authentic Pride Condition | | |
| --- | --- | --- |
| **Variable** | **Mean** | **Std Dev** |
| Authentic pride | 4.48 | 0.78 |
| Hubristic pride | 1.60 | 0.85 |

| Hubristic Pride Condition | | |
| --- | --- | --- |
| **Variable** | **Mean** | **Std Dev** |
| Authentic pride | 2.56 | 1.18 |
| Hubristic pride | 3.48 | 1.14 |

| Control Condition | | |
| --- | --- | --- |
| **Variable** | **Mean** | **Std Dev** |
| Authentic pride | 3.37 | 1.19 |
| Hubristic pride | 1.65 | 0.82 |

**NOTE.** Participants' responses to the Authentic and Hubristic Pride Scales (Tracy & Robins, 2007) were scaled into composite measures of authentic and hubristic pride (αs = .97 and .96, respectively).

Table 5 Manipulation Checks of Pride (Study 2B)

**Authentic Pride Condition**

| Variable | Mean | Std Dev |
|---|---|---|
| Authentic pride | 3.96 | 1.15 |
| Hubristic pride | 1.89 | 0.96 |

**Hubristic Pride Condition**

| Variable | Mean | Std Dev |
|---|---|---|
| Authentic pride | 2.55 | 1.23 |
| Hubristic pride | 2.34 | 1.05 |

**Control Condition**

| Variable | Mean | Std Dev |
|---|---|---|
| Authentic pride | 2.88 | 0.91 |
| Hubristic pride | 1.69 | 0.84 |

**NOTE.** We used the remaining three items from the AHPS scale as a manipulation check (accomplished, like I am achieving, like I have self-worth, $\alpha = .86$ for authentic pride; egotistical, pompous, and stuck-up, $\alpha = .87$ for hubristic pride).

Table 6 Manipulation Checks of Cognitive Resources (Study 3)

| Cognitive Resources | Distraction Index | |
| --- | --- | --- |
| | **Mean** | **Std Dev** |
| **Low Cognitive Resources** | 5.96 | 1.27 |
| **High Cognitive Resources** | 4.38 | 1.03 |

**NOTE.** Participants were asked to complete two questions that served as the manipulation of cognitive load: "How much effort did you put into thinking about/remembering the password during the experiment? (1 = lots of effort, 7 = no effort at all)," and, "How easy was it for you to remember the password during the experiment?" (1 = very difficult, 7 = very easy). We took an average of two manipulation check questions for cognitive resource to form a distraction index score ($\alpha = .51$). A 3 by 2 ANOVA indicated only a main effect of cognitive resources: participants in the high cognitive resource condition reported they had more cognitive sources ($M_{high} = 4.38$) than those in the low cognitive resource condition ($M_{low} = 5.96$; $F(1, 59) = 26.16$, $p < .001$), confirming the success of the cognitive resource manipulation.

Table 7 Manipulation Checks of Cognitive Resources by Six Conditions (Study 3)

| Cognitive Resources | Pride | Distraction Index | |
|---|---|---|---|
| | | **Mean** | **Std Dev** |
| **Low Cognitive Resources** | **Authentic** | 6.00 | 1.35 |
| **Low Cognitive Resources** | **Hubristic** | 5.70 | 1.48 |
| **Low Cognitive Resources** | **Control** | 6.18 | 1.08 |
| **High Cognitive Resources** | **Authentic** | 4.10 | 1.29 |
| **High Cognitive Resources** | **Hubristic** | 4.38 | 0.98 |
| **High Cognitive Resources** | **Control** | 4.79 | 0.64 |

**NOTE.** Participants were asked to complete two questions that served as the manipulation of cognitive load: "How much effort did you put into thinking about/remembering the password during the experiment? (1 = lots of effort, 7 = no effort at all)," and, "How easy was it for you to remember the password during the experiment?" (1 = very difficult, 7 = very easy). We took an average of two manipulation check questions for cognitive resource to form a manipulation check score ($\alpha = .51$). A 3 by 2 ANOVA indicated only a main effect of cognitive resources: participants in the high cognitive resource condition reported they had more cognitive sources ($M_{high} = 4.38$) than those in the low cognitive resource condition ($M_{low} = 5.96$; $F(1, 59) = 26.16$, $p < .001$), confirming the success of the cognitive resource manipulation.

Table 8 Willingness to Pay for Logo and Non-logo Products (Study 3)

| Cognitive Resources | Pride | WTP for Logo Items | | WTP for Non-logo Items | |
|---|---|---|---|---|---|
| | | Mean | Std Dev | Mean | Std Dev |
| Low Cognitive Resources | Authentic | 6.00 | 6.00 | 1.35 | 1.35 |
| Low Cognitive Resources | Hubristic | 5.70 | 5.70 | 1.48 | 1.48 |
| Low Cognitive Resources | Control | 6.18 | 6.18 | 1.08 | 1.08 |
| High Cognitive Resources | Authentic | 4.10 | 4.10 | 1.29 | 1.29 |
| High Cognitive Resources | Hubristic | 4.38 | 4.38 | 0.98 | 0.98 |
| High Cognitive Resources | Control | 4.79 | 4.79 | 0.64 | 0.64 |

**Note.** Participants did a price-assignment task, in which they were asked to indicate how much they would pay for four items with their school's logo (e.g., a T-shirt, notebook, license plate frame and toaster) and nine items without their school's logo (e.g., a vacuum, electric toothbrush, shampoo, backpack, pineapple, etc.). We first standardized price for each item because the price data had a large variance. We then measured indulgence by averaging the four standardized prices for the indulgent items (four items with the school's logo); and we also averaged the nine standardized prices for the non-indulgent items (nine items without the school's logo). Repeated measures ANOVA revealed a significant interaction involving our repeated measure (willingness to pay for school logo products and non-logo products), pride, and cognitive resources ($F(2, 59) = 4.52$, $p < .01$), such that when cognitive resources were available, participants in the authentic pride condition (M = .37) assigned higher prices to the logo items than those in hubristic pride condition (M = -.62, t = 2.56, p < .01). However, when cognitive resources were limited, participants in the hubristic pride (M = .70) condition assigned significantly higher prices to the logo items than those in the authentic pride condition (M = -.49, t = 3.05, $p < .01$). The cognitive resources manipulation did not affect control conditions' price index. For example, when cognitive resources were available, participants in the control condition (M = -.24) assigned similar price amounts to products as those when cognitive resources were limited (M = .21, t = 1.05, $p = .29$, NS).

Table 9 Manipulation Checks of Cognitive Resources (Study 4)

| Cognitive Resources | Distraction Index | |
|---|---|---|
| | Mean | Std Dev |
| Low Cognitive Resources | 6.65 | 0.58 |
| High Cognitive Resources | 4.13 | 1.41 |

**NOTE.** Participants were asked to complete two questions that served as the manipulation of cognitive load: "How much effort did you put into thinking about/remembering the password during the experiment? (1 = lots of effort, 7 = no effort at all)," and, "How easy was it for you to remember the password during the experiment?" (1 = very difficult, 7 = very easy). We first took an average of two manipulation check questions for cognitive resource to form a manipulation check score ($\alpha = .66$). A 3 by 2 ANOVA indicated only a main effect of cognitive resources: participants in the high cognitive resource condition reported they had more cognitive sources ($M_{high} = 4.13$) than those in the low cognitive resource condition ($M_{low} = 6.65$; $F(1, 126) = 165.95$, $p < .001$), confirming the success of the cognitive resource manipulation.

Table 10 Manipulation Checks of Cognitive Resources by Six Conditions (Study 4)

| Cognitive Resources | Pride | Distraction Index | |
|---|---|---|---|
| | | Mean | Std Dev |
| Low Cognitive Resources | Authentic | 6.53 | 0.64 |
| Low Cognitive Resources | Hubristic | 6.75 | 0.45 |
| Low Cognitive Resources | Control | 6.60 | 0.71 |
| High Cognitive Resources | Authentic | 4.27 | 1.67 |
| High Cognitive Resources | Hubristic | 3.85 | 1.04 |
| High Cognitive Resources | Control | 4.18 | 1.41 |

NOTE. NOTE. Participants were asked to complete two questions that served as the manipulation of cognitive load: "How much effort did you put into thinking about/remembering the password during the experiment? (1 = lots of effort, 7 = no effort at all)," and, "How easy was it for you to remember the password during the experiment?" (1 = very difficult, 7 = very easy). We first took an average of two manipulation check questions for cognitive resource to form a manipulation check score ($\alpha$ = .66). A 3 by 2 ANOVA indicated only a main effect of cognitive resources: participants in the high cognitive resource condition reported they had more cognitive sources ($M_{high}$ = 4.13) than those in the low cognitive resource condition ($M_{low}$ = 6.65; $F(1, 126) = 165.95$, $p < .001$), confirming the success of the cognitive resource manipulation.

Table 11 Manipulation Checks of Pride by Two Conditions (Study 5)

| Authentic Pride Condition | | |
| --- | --- | --- |
| **Variable** | **Mean** | **Std Dev** |
| Authentic pride | 4.42 | .75 |
| Hubristic pride | 1.89 | 0.91 |
| **Hubristic Pride Condition** | | |
| Variable | Mean | Std Dev |
| Authentic pride | 3.09 | 1.28 |
| Hubristic pride | 2.65 | 1.49 |
| **Control Condition** | | |
| Variable | Mean | Std Dev |
| Authentic pride | 3.51 | 1.01 |
| Hubristic pride | 1.38 | 0.80 |

**NOTE.** We used the remaining three items from the AHPS scale as a manipulation check ("accomplished," "like I am achieving," and "like I have self-worth," $\alpha = .86$ for authentic pride index; and "egotistical," "pompous," and "stuck-up," $\alpha = .87$ for hubristic pride index).

Table 12 Manipulation Checks of Pride by Six Conditions (Study 5)

| Pride | Cognitive Resources | Authentic Pride Index | | Hubristic Pride Index | |
|---|---|---|---|---|---|
| | | **Mean** | **Std Dev** | **Mean** | **Std Dev** |
| **Authentic** | **Low Cognitive Resources** | 4.59 | 0.48 | 1.94 | 0.97 |
| **Authentic** | **High Cognitive Resources** | 4.22 | 0.93 | 1.85 | 0.86 |
| **Hubristic** | **Low Cognitive Resources** | 3.08 | 1.27 | 2.77 | 1.52 |
| **Hubristic** | **High Cognitive Resources** | 3.12 | 1.33 | 2.48 | 1.46 |
| **Control** | **Low Cognitive Resources** | 3.48 | 1.01 | 1.61 | 1.08 |
| **Control** | **High Cognitive Resources** | 3.53 | 1.02 | 1.21 | 0.45 |

**NOTE.** We used the remaining three items from the AHPS scale as a manipulation check ("accomplished," "like I am achieving," and "like I have self-worth," α = .86 for authentic pride index; and "egotistical," "pompous," and "stuck-up," α = .87 for hubristic pride index).

Table 13 Manipulation Checks of Cognitive Resources by Two Conditions (Study 5)

| Cognitive Resources | Distraction | |
| --- | --- | --- |
| | **Mean** | **Std Dev** |
| **Low Cognitive Resources** | 3.24 | 1.74 |
| **High Cognitive Resources** | 1.97 | 1.22 |

**NOTE.** Participants were asked two questions to check the manipulation of cognitive resources: "How distracted were you while making the choices?" and, "How hard was it for you to make the choices?" on a seven-point scale (1 = not at all, 7 = extremely). Their responses to those two items ($\alpha$ = .70) were averaged into a distraction index. We tested cognitive load manipulation by submitting the distraction index to a 3 pride (authentic pride vs. hubristic pride vs. the control) $\times$ 2 cognitive resource (high vs. low) ANOVA analysis. As expected, the main effect of cognitive resource was significant, such that participants in the low cognitive resource condition ($M_{low}$ = 3.24, SD = 1.74) indicated that they were more distracted than those in high cognitive resource condition ($M_{high}$ = 1.97, SD = 1.22, $F(1, 166)$ = 27.94, $p < .0001$). No other effects were observed (all $p$s > .60).

Table 14 Manipulation Checks of Cognitive Resources by Six Conditions (Study 5)

| Cognitive Resources | Pride | Distraction Index | |
|---|---|---|---|
| | | Mean | Std Dev |
| Low Cognitive Resources | Authentic | 3.47 | 1.81 |
| Low Cognitive Resources | Hubristic | 3.04 | 1.61 |
| Low Cognitive Resources | Control | 3.18 | 1.80 |
| High Cognitive Resources | Authentic | 2.05 | 1.24 |
| High Cognitive Resources | Hubristic | 2.08 | 1.52 |
| High Cognitive Resources | Control | 1.85 | 1.03 |

**NOTE.** Participants were asked two questions to check the manipulation of cognitive resources: "How distracted were you while making the choices?" and, "How hard was it for you to make the choices?" on a seven-point scale (1 = not at all, 7 = extremely). Their responses to those two items ($\alpha = .70$) were averaged into a distraction index. We tested cognitive load manipulation by submitting the distraction index to a 3 pride (authentic pride vs. hubristic pride vs. the control) $\times$ 2 cognitive resource (high vs. low) ANOVA analysis. As expected, the main effect of cognitive resource was significant, such that participants in the low cognitive resource condition ($M_{low} = 3.24$, SD = 1.74) indicated that they were more distracted than those in high cognitive resource condition ($M_{high} = 1.97$, SD = 1.22, $F(1, 166) = 27.94$, $p < .0001$). No other effects were observed (all $p$s > . 60).

Table 15 General Model
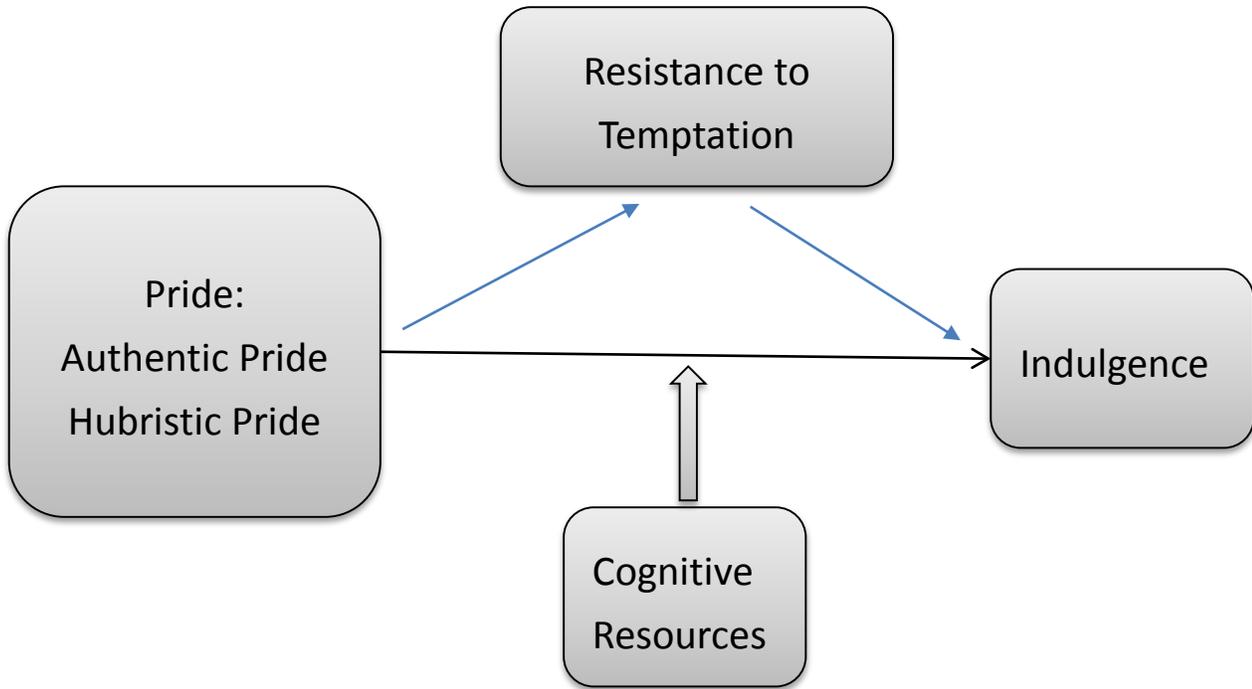
APPENDIX A: PRIDE MANIPULATION


Pride Manipulation Method 1 (Study 1)

*Authentic Pride Manipulation Used in Pilot Study (Ashton-James and Tracy 2012)*

"Please recall, in as much detail as you can, a time when:

You felt very PROUD of yourself; a time that you felt like you had *succeeded* through hard work and *effort*, that you had *done your best*, *reached your potential*, or *achieved your goals*. Everyone has experienced a sense of *accomplishment* and *self-worth* at some time in their lives, even if only for a moment. In the space below, describe in as much detail as possible, a time that you felt pride like this: Where were you? What were you doing? Who were you with?"


*Hubristic Pride Manipulation Used in Pilot Study (Ashton-James and Tracy 2012)*

"Please recall, in as much detail as you can, a time when:

You felt very PROUD of yourself. Please think about a time when you felt very PROUD; a time that you may have behaved in a *pompous* manner, or perhaps felt *snobbish, pretentious, stuck-up or arrogant*. Everyone has at one time or another felt innately *superior* to or *better than others*, even if only for a moment. In the space below, describe in as much detail as possible, a time that you remember feeling pride like this: Where were you? What were you doing? Who were you with?"


*Control Condition Used in Pilot Study (Ashton-James and Tracy 2012)*

"Please recall, in as much detail as you can, a time when:

You did laundry. In the space below, describe in as much detail as possible, a time that you remember doing laundry: Where were you? What were you doing? Who were you with?"

*Authentic Pride Manipulation (Ashton-James and Tracy 2012)*

"Please recall, in as much detail as you can, a time when: you felt **accomplished**.  In the space below, describe in as much detail as possible, a time that you felt pride like this: Where were you? What were you doing? Who were you with?"

*Hubristic Pride Manipulation (Ashton-James and Tracy 2012)*

"Please recall, in as much detail as you can, a time when: you felt **snobbish**. In the space below, describe in as much detail as possible, a time that you felt pride like this: Where were you? What were you doing? Who were you with?"

*Control (Ashton-James and Tracy 2012)*

"Please write, in as much detail as you can, the geography of your state."

Pride Manipulation Method 3 (Study 2B)

*Authentic Pride Manipulation (Ashton-James and Tracy 2012)*

"Please recall, in as much detail as you can, a time when you felt successful, confident, fulfilled, and productive. In the space below, describe in as much detail as possible, a time that you felt pride like this: Where were you? What were you doing? Who were you with?"

*Hubristic Pride Manipulation (Ashton-James and Tracy 2012)*

"Please recall, in as much detail as you can, a time when you felt snobbish, conceited, arrogant, and smug. In the space below, describe in as much detail as possible, a time that you felt pride like this: Where were you? What were you doing? Who were you with?"

*Neutral Condition Manipulation (Griskevicius, Shiota, & Nowlis, 2010)*

Please spend five minutes writing a typical day of yesterday. Please describe in as much detail as possible, a day like this: Where were you? What were you doing? Who were you with?

<div align="center">

Pride Manipulation Method 4 (Study 5)

</div>

*Authentic Pride Manipulation (Ashton-James and Tracy 2012)*

Please take a few moments to think about each of the words listed below. In the box provided, write a brief story about yourself (in one or two paragraphs) which uses each of these words at least once. It may help if you visualize a time when these words describe how you may have felt in a particular situation.

Here are the words:

Successful
Confident
Fulfilled
Productive

*Hubristic Pride Manipulation (Ashton-James and Tracy 2012)*

Please take a few moments to think about each of the words listed below. In the box provided, write a brief story about yourself (in one or two paragraphs) which uses each of these words at least once. It may help if you visualize a time when these words describe how you may have felt in a particular situation.

Here are the words:

Snobbish
Conceited
Arrogant
Smug

*Control Condition*

Please take a few moments to think about each of the words listed below. In the box provided, write a brief story about yourself (in one or two paragraphs) which uses each of these words at least once. It may help if you visualize a time when these words describe how you may have felt in a particular situation.

Here are the words:

Quiet
Calm
Relaxed
Peaceful

APPENDIX B: PRIDE MANIPULATION CHECKS

Seven items for authentic and hubristic pride (Tracy and Robins 2007c)

Below are a number of words and phrases that describe different feelings and emotions. Read each item and then indicate the extent to which you feel this way using the scale shown below:

| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|
| Not at All | Somewhat | Moderately | Very Much | Extremely |

1. accomplished
2. like I am achieving
3. confident
4. fulfilled
5. productive
6. like I have self-worth
7. successful

(Authentic Items)

1. arrogant
2. conceited
3. egotistical
4. pompous
5. smug
6. snobbish
7. stuck-up

(Hubristic Items)

Indulgence Measure Method 1 (Studies 1 and 4)

Study 1: "As a thank you for your participation here today, we are giving out a prize. A random drawing will be held at the end of the experiment. One person from this study will get one of the choices he/she selected; it could be one of the choices you selected.

If you win a lottery, which one do you want?"

A: $10 gift card at a Movie Theater



B: $10 gift card for Gasoline"



Study 4: "Consider the following two $10 gift card options, in exchange for participating in a research study, which option would you choose?"

A: $10 gift card at a Movie Theater



B: $10 gift card for Gasoline"
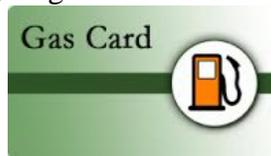
Indulgence Measure Method 2 (Studies 2A and 2B)

Willingness to Pay for A Rolex Watch (Study 2A)
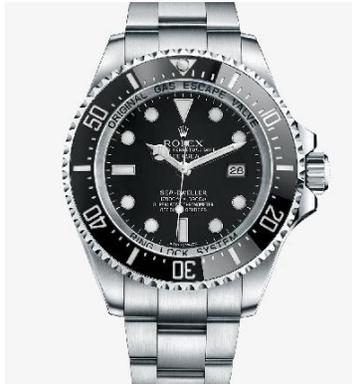


How much do you think this item costs in dollars? Please enter the amount below (enter a number only, no signs).



How much do you think this item in dollars? Please enter the amount below (enter a number only, no signs).

Indulgence Measure Method 3 (Study 3)

Willingness to Pay for Logo and Non-Logo Products

How much are you willing to pay for the following item?

*Each product appeared on the screen separately, and the order of the all products are random. Stimuli for Logo Products:*



*Stimuli for Non-logo Products:*
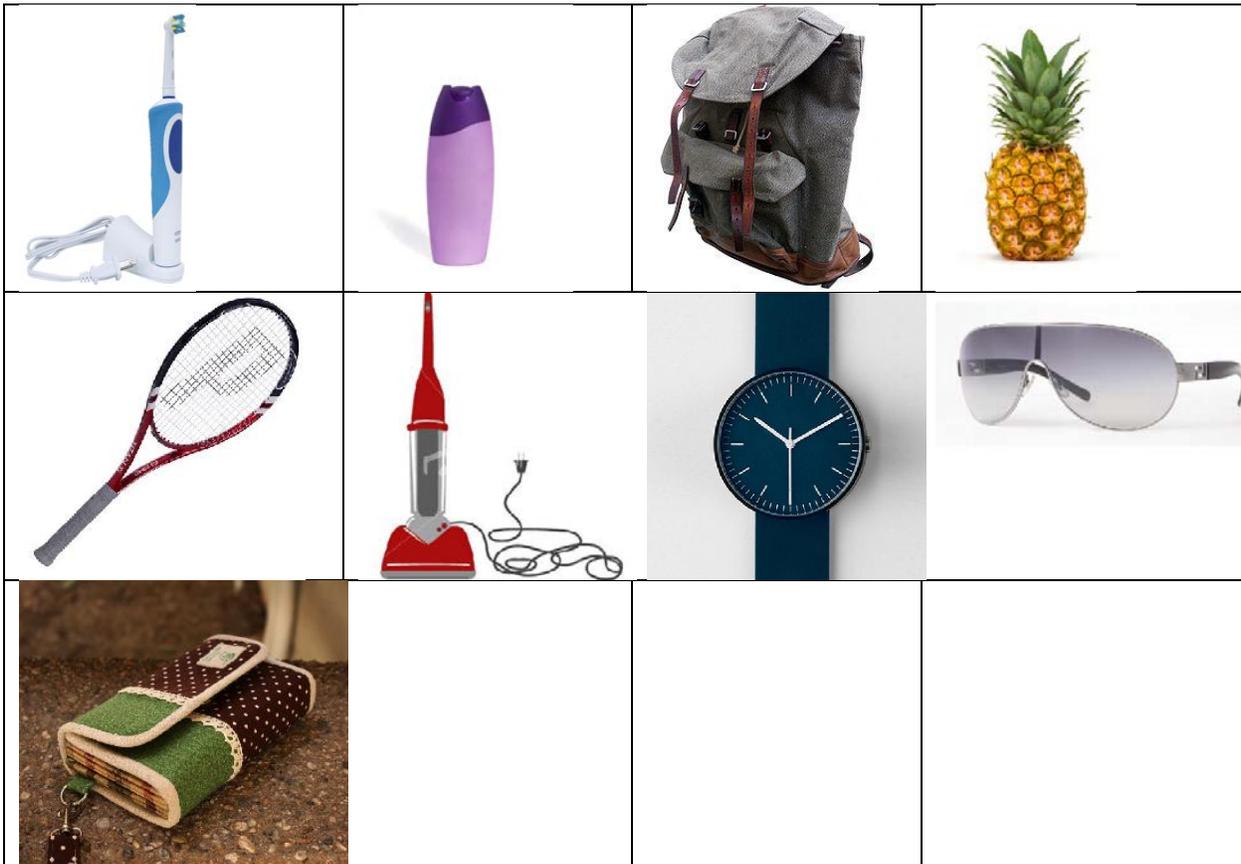
# Indulgence Measure Method 4 (Study 5)

\* The following instructions are for the low cognitive resources condition. In the high cognitive resources condition, participants did not see the counting the number of leeter "o" instruction.

*Choice 1:*

Start counting the TOTAL number of letter "o" s which appear in the green color.

Which one do you prefer?

A $10 gift card for gas

A $10 gift card for entertainment

-----------------------------*Page Break*------------------------------

*Choice 2:*

Continue counting "o" s and add the total from this page to the previous total.

 Which one do you prefer?

A $50 voucher to redeem at a grocery store of your choice

A $50 voucher to redeem at a nice restaurant of your choice

-----------------------------*Page Break*------------------------------

*Choice 3:*

Continue counting "o" s and add the total from this page to the previous total.

 Which one do you prefer?

A $15 Amazon gift card valid after one week

A $10 Amazon gift card valid immediately

-----------------------------*Page Break*------------------------------

*Choice 4:*

Continue counting "o" s and add the total from this page to the previous total.

Which one do you prefer (same value)?

1-yr magazine subscription to Time Magazine. Time Magazine provides insightful analysis of today's important events, from politics, to scientific breakthroughs, to human achievement.

1-yr magazine subscription to Time Out USA Magazine. Time Out USA is your ultimate entertainment guide, from movie stars, fashions to luxury products

----------------------------*Page Break*------------------------------

*Choice 5:*

Continue counting "o" s and add the total from this page to the previous total.

Which one do you prefer?

One pair of Sunglasses A: Italian designers frames. Highly resistant to scratch and impact. Ultra lightweight with adjustable temples and nose pads. Average customer rating: FIVE stars. Average retail price= $120

Two pairs of Sunglasses B: American frames. Resistant to moderate impact and scrape. Regular weight with fixed temples and nose pads. Average customer rating: FOUR stars. Average retail price= $60

----------------------------*Page Break*------------------------------

*Choice 6:*

Continue counting "o" s and add the total from this page to the previous total.

Which coupon would you prefer for the restaurant of your choice? (Both coupons are for a $5.00 discount).

A low-calorie, seasonal fruit salad

A piece of rich, delicious chocolate cake

----------------------------*Page Break*------------------------------

*Choice 7:*

Continue counting "o" s and add the total from this page to the previous total.

Imagine that you were at a mall. Assuming that you had been planning to buy the following two items but could afford only one at the moment. Both items are priced at $50.

Please choose between a pair of designer jeans and a vacuum cleaner. Which one would you choose to buy?

A Vacuum Cleaner

A Pair of Designer Jeans

-----------------------------*Page Break*------------------------------

*Choice 8:*

Continue counting "o" s and add the total from this page to the previous total.

Which one do you prefer?

Option A= $100 for sure

Option B= 50% chance to win $500 and 50% chance to win nothing

-----------------------------*Page Break*------------------------------

*Choice 9:*

Continue counting "o" s and add the total from this page to the previous total.

In a later study, we will run two taste tests that involve eating food. If you are selected to participate, we will send you a sample of a new product and ask you to rate it. Each taste test is equivalent in time and difficulty.

 Which one do you prefer to participate in?

Raisin-eating study

M&M's eating study

# APPENDIX D: CONGNITIVE RESOURCES MANIPULATIONS

## Cognitive Resources Manipulation Method 1 (Study 3)

*Low cognitive resources:*

As a part of the memory study, please try remember the following 10 digit password (shown below), which you will be asked to recall at the end of the experiment.

hj69736741?

*High cognitive resources:*

As a part of the memory study, please try remember the 3 digit password (shown below), which you will be asked to recall at the end of the experiment.

123

Cognitive Resources Manipulation Method 2 (Study 5)

*Low cognitive resources:*

Many times while consumers make choices, they are distracted by other things. To make this decision-making environment realistic, we will ask you to keep track of the total number of letter "o" s (not zero) which appear in the green area of each choice. The goal of this task is to accurately count the number of times the letter "o" appears in the green area, not to carefully select the option you prefer. After you are done with all the choices, we will ask you to write down the total number of letter "o" s in all the green areas.

*High cognitive resources:*

Many times while consumers make choices, they are distracted by other things. To make this decision-making environment realistic, we will ask you to count the number of choices you make. Each choice is highlighted in green. The goal of this task is to carefully select the option you prefer, not to accurately count the number of choices you make.

| Non Indulgent Choices | Indulgent Choices |
|---|---|
| A $10 gift card for gas | A $10 gift card for entertainment |
| A $50 voucher to redeem at a grocery store of your choice | A $50 voucher to redeem at a nice restaurant of your choice |
| A $15 Amazon gift card valid after one week | A $10 Amazon gift card valid immediately |
| A low-calorie, seasonal fruit salad | A piece of rich, delicious chocolate cake |
| A Vacuum Cleaner | A Pair of Designer Jeans |
| 1-yr magazine subscription to Time Magazine. Time Magazine provides insightful analysis of today's important events, from politics, to scientific breakthroughs, to human achievement. | 1-yr magazine subscription to Time Out USA Magazine. Time Out USA is your ultimate entertainment guide, from movie stars, fashions to luxury products |
| Two pairs of Sunglasses B: American frames. Resistant to moderate impact and scrape. Regular weight with fixed temples and nose pads. Average customer rating: FOUR stars. Average retail price= $60 | One pair of Sunglasses A: Italian designers frames. Highly resistant to scratch and impact. Ultra lightweight with adjustable temples and nose pads. Average customer rating: FIVE stars. Average retail price= $120 |
| Option A= $100 for sure | Option B= 50% chance to win $500 and 50% chance to win nothing |
| Raisin-eating study* | M&M's eating study* |

**Note**. *Eating study instruction: "In a later study, we will run two taste tests that involve eating food. If you are selected to participate, we will send you a sample of a new product and ask you to rate it. Each taste test is equivalent in time and difficulty. Which one do you prefer to participate in?"

APPENDIX F: DEPENDENT VARIABLES USED IN FIVE STUDIES

| STUDY | Indulgence Measure | Reference |
|---|---|---|
| **Experiment 1** | Movie Ticket vs. Gasoline Gift Card | Kivetz and Simonson 2002 |
| **Experiment 2A** | Willingness to Pay for a Luxury Watch | McFerran et al. 2014 |
| **Experiment 2B** | Willingness to Pay for a Luxury Sunglasses | McFerran et al. 2014 |
| **Experiment 3** | Willingness to Pay for Logo Items | Shiv and Fedorikhin 1999 |
| **Experiment 4** | Movie Ticket vs. Gasoline Gift Card | Kivetz and Simonson 2002 |
| **Experiment 5** | Indulgent Choices Index | E.g., Khan and Dhar 2006; Kivetz and Simonson 2002b |

| STUDY | Design |
|---|---|
| **Experiment 1**<br>**Main Effect** | 3 (pride: authentic pride, hubristic pride and control)single factor design |
| **Experiment 2A**<br>**Main Effect** | 3 (pride: authentic pride, hubristic pride and control)single factor design |
| **Experiment 2B**<br>**Main Effect** | 3 (pride: authentic pride, hubristic pride and control)single factor design |
| **Experiment 3**<br>**Moderation** | 3 (pride: authentic pride vs. hubristic pride vs. control)* 2 (cognitive resources: low vs. high)* between-subjects design |
| **Experiment 4**<br>**Moderation** | 3 pride: authentic pride vs. hubristic pride vs. control)* 2 (cognitive resources: low vs. high)* between-subjects design |
| **Experiment 5**<br>**Moderation** | 3 (pride: authentic pride vs. hubristic pride vs. control)* 2 (cognitive resources: low vs. high)* between-subjects design |

APPENDIX H: A SUMMARY OF MANIPULATION AND MEASURES

| Study Name | Design | Pride Manipulation | Cognitive Resources Manipulation | DV = Measure of Indulgence |
|---|---|---|---|---|
| Study 1 | 3 pride (authentic vs. hubristic pride vs. control) | *Authentic Pride Manipulation (Ashton-James and Tracy 2012)*<br><br>"Please recall, in as much detail as you can, a time when:<br><br>You felt very PROUD of yourself; a time that you felt like you had *succeeded* through hard work and *effort*, that you had *done your best*, *reached your potential*, or *achieved your goals*. Everyone has experienced a sense of *accomplishment* and *self-worth* at some time in their lives, even if only for a moment. In the space below, describe in as much detail as possible, a time that you felt pride like this: Where were you? What were you doing? Who were you with?"<br><br>*Hubristic Pride Manipulation (Ashton-James and Tracy 2012)*<br><br>"Please recall, in as much detail as you can, a time when:<br><br>You felt very PROUD of yourself. Please think about a time when you | N/A | "As a thank you for your participation here today, we are giving out a prize. A random drawing will be held at the end of the experiment. One person from this study will get one of the choices he/she selected; it could be one of the choices you selected. If you win a lottery, which one do you want?"<br><br>A: $10 gift card at a Movie Theater<br><br><br><br>B: $10 gift card for Gasoline"<br><br> |

| | | | | |
|---|---|---|---|---|
| | | felt very PROUD; a time that you may have behaved in a *pompous* manner, or perhaps felt *snobbish, pretentious, stuck-up or arrogant*. Everyone has at one time or another felt innately *superior* to or *better than others*, even if only for a moment. In the space below, describe in as much detail as possible, a time that you remember feeling pride like this: Where were you? What were you doing? Who were you with?"<br><br>*Control Condition*<br><br>"Please recall, in as much detail as you can, a time when:<br><br>You did laundry. In the space below, describe in as much detail as possible, a time that you remember doing laundry: Where were you? What were you doing? Who were you with?" | | |
| Study 2A | 3 pride (authentic vs. hubristic pride vs. control) | *Authentic Pride Manipulation (Ashton-James and Tracy 2012)*<br><br>"Please recall, in as much detail as you can, a time when: you felt **accomplished**. In the space below, describe in as much detail as possible, a time that you felt pride like this: Where were you? What were you doing? Who were you with?" | N/A |  |

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| | | | | |
|---|---|---|---|---|
| | | *Hubristic Pride Manipulation (Ashton-James and Tracy 2012)*<br><br>"Please recall, in as much detail as you can, a time when: you felt **snobbish**. In the space below, describe in as much detail as possible, a time that you felt pride like this: Where were you? What were you doing? Who were you with?"<br><br>*Control Condition (Ashton-James and Tracy 2012)*<br><br>"Please write, in as much detail as you can, the **geography** of your state." | | How much do you think this item costs in dollars? Please enter the amount below (enter a number only, no signs). |
| Study 2B | 3 pride (authentic vs. hubristic pride vs. control) | *Authentic Pride Manipulation (Ashton-James and Tracy 2012)*<br><br>"Please recall, in as much detail as you can, a time when you **felt successful, confident, fulfilled, and productive**. In the space below, describe in as much detail as possible, a time that you felt pride like this: Where were you? What were you doing? Who were you with?"<br><br>*Hubristic Pride Manipulation (Ashton-James and Tracy 2012)*<br><br>"Please recall, in as much detail as you can, a time when you **felt snobbish, conceited, arrogant, and smug**. In the space below, describe in as much detail as possible, a time that you felt | N/A | <br><br>How much do you think this item in dollars? Please enter the amount below (enter a number only, no signs). |

| | | | | |
|---|---|---|---|---|
| | | pride like this: Where were you? What were you doing? Who were you with?"<br><br>*Control Condition (Griskevicius, Shiota, & Nowlis, 2010)*<br><br>Please spend five minutes writing **a typical day** in your life. Please describe in as much detail as possible, a day like this: Where were you? What were you doing? Who were you with? | | |
| Study 3 | 3 Pride (authentic pride, hubristic pride, control) * 2 Cognitive resource: (high vs. low) between-subjects design | *Authentic Pride Manipulation (Ashton-James and Tracy 2012)*<br><br>"Please recall, in as much detail as you can, a time when:<br><br>You felt very PROUD of yourself; a time that you felt like you had *succeeded* through hard work and *effort*, that you had *done your best*, *reached your potential*, or *achieved your goals*. Everyone has experienced a sense of *accomplishment* and *self-worth* at some time in their lives, even if only for a moment. In the space below, describe in as much detail as possible, a time that you felt pride like this: Where were you? What were you doing? Who were you with?"<br><br>*Hubristic Pride Manipulation (Ashton-James and Tracy 2012)* | *Low cognitive resources (Conway and Gawronski 2013:*<br><br>As a part of the memory study, please try remember the following 10 digit password (shown below), which you will be asked to recall at the end of the experiment.<br><br>hj69736741?<br><br>*High cognitive resources (Conway and Gawronski 2013:*<br><br>As a part of the memory study, please try remember the 3 digit password (shown below), which you will be asked to recall at the end of the experiment.<br><br>123 | How much are you willing to pay for the following item (four logo items and nine non-logo items)?<br><br>E.g., |

| | | | | |
|---|---|---|---|---|
| | | "Please recall, in as much detail as you can, a time when:

You felt very PROUD of yourself. Please think about a time when you felt very PROUD; a time that you may have behaved in a *pompous* manner, or perhaps felt *snobbish, pretentious, stuck-up or arrogant*. Everyone has at one time or another felt innately *superior* to or *better than others*, even if only for a moment. In the space below, describe in as much detail as possible, a time that you remember feeling pride like this: Where were you? What were you doing? Who were you with?"

*Control Condition*

"Please recall, in as much detail as you can, a time when:

You did laundry. In the space below, describe in as much detail as possible, a time that you remember doing laundry: Where were you? What were you doing? Who were you with?" | | |
| Study 4 | 3 Pride (authentic pride, hubristic pride, control) * | *Authentic Pride Manipulation (Ashton-James and Tracy 2012)*

"Please recall, in as much detail as you can, a time when: | *Low cognitive resources (Conway and Gawronski 2013):*

As a part of the memory study, please try remember the following 10 digit password (shown below), which | "Consider the following two $10 gift card options, in exchange for participating in a research study, which option would you choose?"

A: $10 gift card at a Movie Theater |

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| | | | | |
|---|---|---|---|---|
| | 2 Cognitive resource: (high vs. low) between-subjects design | You felt very PROUD of yourself; a time that you felt like you had *succeeded* through hard work and *effort*, that you had *done your best*, *reached your potential*, or *achieved your goals*. Everyone has experienced a sense of *accomplishment* and *self-worth* at some time in their lives, even if only for a moment. In the space below, describe in as much detail as possible, a time that you felt pride like this: Where were you? What were you doing? Who were you with?"<br><br>*Hubristic Pride Manipulation (Ashton-James and Tracy 2012)*<br><br>"Please recall, in as much detail as you can, a time when:<br><br>You felt very PROUD of yourself. Please think about a time when you felt very PROUD; a time that you may have behaved in a *pompous* manner, or perhaps felt *snobbish, pretentious, stuck-up or arrogant*. Everyone has at one time or another felt innately *superior* to or *better than others*, even if only for a moment. In the space below, describe in as much detail as possible, a time that you remember feeling pride like this: Where were | you will be asked to recall at the end of the experiment.<br><br>hj69736741?<br><br>*High cognitive resources (Conway and Gawronski 2013):*<br><br>As a part of the memory study, please try remember the 3 digit password (shown below), which you will be asked to recall at the end of the experiment.<br><br>123 | B: $10 gift card for Gasoline" |

| | | | | |
|---|---|---|---|---|
| | | you? What were you doing?  Who were you with?"<br><br>*Control Condition*<br><br>"Please recall, in as much detail as you can:<br><br>A typical day of yesterday in your life. In the space below, describe in as much detail as possible, a typical day of yesterday like this: Where were you? What were you doing?  Who were you with?" | | |
| Study 5 | 3 Pride (authentic pride, hubristic pride, control) * 2 Cognitive resource: (high vs. low) between-subjects design | *Authentic Pride Manipulation (Ashton-James and Tracy 2012)*<br><br>Please take a few moments to think about each of the words listed below. In the box provided, write a brief story about yourself (in one or two paragraphs) which uses each of these words at least once. It may help if you visualize a time when these words describe how you may have felt in a particular situation.<br>Here are the words:<br><br>Successful<br>Confident<br>Fulfilled<br>Productive<br><br>*Hubristic Pride Manipulation (Ashton-James and Tracy 2012)* | *Low cognitive resources:*<br><br>Many times while consumers make choices, they are distracted by other things. To make this decision-making environment realistic, we will ask you to keep track of the total number of letter "o" s (not zero) which appear in the green area of each choice. The goal of this task is to accurately count the number of times the letter "o" appears in the green area, not to carefully select the option you prefer. After you are done with all the choices, we will ask you to write down the total number of letter "o" s in all the green areas.<br><br>*High cognitive resources:*<br><br>Many times while consumers make choices, they are distracted by other things. To make this decision-making | An indulgent index for nine choices. |

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| | | Please take a few moments to think about each of the words listed below. In the box provided, write a brief story about yourself (in one or two paragraphs) which uses each of these words at least once. It may help if you visualize a time when these words describe how you may have felt in a particular situation.<br>Here are the words:<br><br>Snobbish<br>Conceited<br>Arrogant<br>Smug<br><br>*Control Condition*<br>Please take a few moments to think about each of the words listed below. In the box provided, write a brief story about yourself (in one or two paragraphs) which uses each of these words at least once. It may help if you visualize a time when these words describe how you may have felt in a particular situation.<br>Here are the words:<br><br>Quiet<br>Calm<br>Relaxed<br>Peaceful | environment realistic, we will ask you to count the number of choices you make. Each choice is highlighted in green. The goal of this task is to carefully select the option you prefer, not to accurately count the number of choices you make. | |

I was back in high school in a "regular" class when I normally am an honors student. Being with a mix of every type of student from my grade made me feel like a know it all and that I was really smart. We were studying Spanish and there were a few kids who were struggling to understand what we were learning. I was asked to help them and I was very stuck-up when trying to teach them. It had clicked for me right away when learning it, what was their problem? I just kept making mean and rude comments under my breath because they were having a hard time and it was really frustrating. It definitely made me feel important that the teacher had asked me and only me to help these students on my own while everyone else had to keep learning and doing practice examples.

Last year I would play a video game called FIFA 12. I was extremely good at it, so much so that I was almost unbeatable. Every game I played against my roommates would be an easy win. Playing the game itself was fun, but as I played and scored I could not help but smile, while the person I was playing against would have a frown and be frustrated. While I didn't like to make my friends angry, I also couldn't bring myself to let them win. That even sounds pretentious just saying it, but again I was unbeatable. I was proud of my abilities at the game, yet every time I won I would feel as though the smile I had throughout the game was arrogance.

When I got on the Dean's list at Kirkwood repeatedly I felt pretentious and arrogant. I rarely studied and thought I was top of the world and everybody should know how amazing I was that I could do so well in classes that most people would complain about being difficult. I would brag about how awesome I am at school and that it just comes naturally to me. My friends would congratulate me, but in reality I could see their envy. The truth was that some classes came naturally to me and some I had to put in a lot of hours every week in order to do really well or good enough to pass with good grades. I'm usually not arrogant, I think I'm just really excited to be a student at my age and competing with all the younger students and holding my own. I'm the first person in my family to go to college and feel pretty proud of myself for doing good because I care and apply myself in things I care about.

# APPENDIX J: IRB APPROVALS

**IRB ID #:**    201211742

**To:**    Jinfeng Jiao

**From:**    IRB-02        DHHS Registration # IRB00000100,
Univ of Iowa,    DHHS Federalwide Assurance # FWA00003007

**Re:**    Emotion and Choice/Decision Making

---

**Approval Date:**    02/15/13

**Next IRB Approval
Due Before:**    02/15/14

**Type of Application:**    **Type of Application Review:**    **Approved for Populations:**

☒ New Project    ☐ Full Board:    ☐ Children
☐ Continuing Review    Meeting Date:    ☐ Prisoners
☐ Modification    ☒ Expedited    ☐ Pregnant Women, Fetuses,
Neonates

☐ Exempt

Source of Support:

---

This approval has been electronically signed by IRB Chair:
John Wadsworth, PHD

02/15/13 1443

**IRB ID #:** 201211742

**To:** Jinfeng Jiao

**From:** IRB-02     DHHS Registration # IRB00000100,
Univ of Iowa,    DHHS Federalwide Assurance # FWA00003007

**Re:** Emotion and Choice/Decision Making

---

**Approval Date:**     04/22/13

**Next IRB Approval
Due Before:**     02/15/14

| **Type of Application:** | **Type of Application Review:** | **Approved for Populations:** |
|---|---|---|
| ☐ New Project | ☐ Full Board: | ☐ Children |
| ☐ Continuing Review | Meeting Date: | ☐ Prisoners |
| ☒ Modification | ☒ Expedited | ☐ Pregnant Women, Fetuses, |
| Neonates | | |
| | ☐ Exempt | |

Source of Support:     PI Personal Funds

---

This approval has been electronically signed by IRB Chair:
William Hubbard, CIP, MA

     04/22/13 1213

**IRB ID #:** 201211742

**To:** Jinfeng Jiao

**From:** IRB-02     DHHS Registration # IRB00000100,
Univ of Iowa,    DHHS Federalwide Assurance # FWA00003007

**Re:** Emotion and Choice/Decision Making

---

**Approval Date:**     09/29/14

**Next IRB Approval**
**Due Before:**　　　　01/13/15

| **Type of Application:** | **Type of Application Review:** | **Approved for Populations:** |

☐ New Project
☐ Continuing Review
☒ Modification
Neonates

☐ Full Board:
Meeting Date:
☒ Expedited

☐ Exempt

☐ Children
☐ Prisoners
☐ Pregnant Women, Fetuses,

Source of Support:　　　PI Personal Funds

---

This approval has been electronically signed by IRB Chair:
Anthony Quinlan, MBA, CIP
09/29/14 1252

**IRB Approval:** IRB approval indicates that this project meets the regulatory requirements for the protection of human subjects. IRB approval does not absolve the principal investigator from complying with other institutional, collegiate, or departmental policies or procedures.

**Agency Notification:** If this is a New Project or Continuing Review application and the project is funded by an external government or non-profit agency, the original HHS 310 form, "Protection of Human Subjects Assurance Identification/IRB Certification/Declaration of Exemption," has been forwarded to the UI Division of Sponsored Programs, 100 Gilmore Hall, for appropriate action. You will receive a signed copy from Sponsored Programs.

**Recruitment/Consent:** Your IRB application has been approved for recruitment of subjects not to exceed the number indicated on your application form. If you are using written informed consent, the IRB-approved and stamped Informed Consent Document(s) are attached. Please make copies from the attached "masters" for subjects to sign when agreeing to participate. The original signed Informed Consent Document should be placed in your research files. A copy of the Informed Consent Document should be given to the subject. (A copy of the *signed* Informed Consent Document should be given to the subject if your Consent contains a HIPAA authorization section.) If hospital/clinic patients are being enrolled, a copy of the IRB approved Record of Consent form should be placed in the subject's electronic medical record.

**Continuing Review:** Federal regulations require that the IRB re-approve research projects at intervals appropriate to the degree of risk, but no less than once per year. This process is called "continuing review." Continuing review for non-exempt research is required to occur as long as the research remains active for long-term follow-up of research subjects, even when the research is permanently closed to enrollment of new subjects and all subjects have completed all research-related interventions and to occur when the remaining research activities are limited to collection of private identifiable information. Your project "expires" at 12:01 AM on the date indicated on the preceding page ("Next IRB Approval Due on or Before"). You must obtain your next IRB approval of this project on or before that expiration date. You are responsible for submitting a Continuing Review application in sufficient time for approval before the expiration date, however the HSO will send a reminder notice approximately 60 and 30 days prior to the expiration date.

**Modifications:** Any change in this research project or materials must be submitted on a Modification application to the IRB for prior review and approval, except when a change is necessary to eliminate apparent immediate hazards to subjects. The investigator is required to promptly notify the IRB of any changes made without IRB approval to eliminate apparent immediate hazards to subjects using the Modification/Update Form. Modifications requiring the prior review and approval of the IRB include but are not limited to: changing the protocol or study procedures, changing investigators or funding sources, changing the Informed Consent Document, increasing the anticipated total number of subjects from what was originally approved, or adding any new materials (e.g., letters to subjects, ads, questionnaires).

**Unanticipated Problems Involving Risks:** You must promptly report to the IRB any serious and/or unexpected adverse experience, as defined in the UI Investigator's Guide, and any other unanticipated problems involving risks to subjects or others. The Reportable Events Form (REF) should be used for reporting to the IRB.

**Audits/Record-Keeping:** Your research records may be audited at any time during or after the implementation of your project. Federal and University policies require that all research records be maintained for a period of three (3) years following the close of the research project. For research that involves drugs or devices seeking FDA approval, the research records must be kept for a period of three years after the FDA has taken final action on the marketing application.

**Additional Information:** Complete information regarding research involving human subjects at The University of Iowa is available in the "Investigator's Guide to Human Subjects Research." Research investigators are expected to comply with these policies and procedures, and to be familiar with the

University's Federalwide Assurance, the Belmont Report, 45CFR46, and other applicable regulations prior to conducting the research.  These documents and IRB application and related forms are available on the Human Subjects Office website or are available by calling 335-6564.

**IRB ID #:**  201211742

**To:**  Jinfeng Jiao

**From:**  IRB-02  DHHS Registration # IRB00000100,
Univ of Iowa,  DHHS Federalwide Assurance # FWA00003007

**Re:**  Emotion and Choice/Decision Making

---

**Approval Date:**  01/15/15

**Next IRB Approval
Due Before:**  N/A

**Type of Application:**      **Type of Application Review:**      **Approved for Populations:**

☐ New Project           ☐ Full Board:                     ☐ Children
☒ Continuing Review    Meeting Date:                ☐ Prisoners
☒ Modification         ☐ Expedited                  ☐ Pregnant Women, Fetuses,
Neonates

                               ☒ Exempt

Source of Support:      PI Personal Funds

---

This approval has been electronically signed by IRB Chair:
John Wadsworth, PHD
01/15/15 0904

**IRB Approval:**  IRB approval indicates that this project meets the regulatory requirements for the protection of human subjects.  IRB approval does not absolve the principal investigator from complying with other institutional, collegiate, or departmental policies or procedures.

**Agency Notification:**  If this is a New Project or Continuing Review application and the project is funded by an external government or non-profit agency, the original HHS 310 form, "Protection of Human Subjects Assurance Identification/IRB Certification/Declaration of Exemption," has been forwarded to the UI Division of Sponsored Programs, 100 Gilmore Hall, for appropriate action.  You will receive a signed copy from Sponsored Programs.

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**Additional Information:**  Complete information regarding research involving human subjects at The University of Iowa is available in the "Investigator's Guide to Human Subjects Research."  Research investigators are expected to comply with these policies and procedures, and to be familiar with the

University's Federalwide Assurance, the Belmont Report, 45CFR46, and other applicable regulations prior to conducting the research.  These documents and IRB application and related forms are available on the Human Subjects Office website or are available by calling 335-6564.

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