



Course Title: Moral Licensing and Consumer Behavior

Course number	
Time and Location	29.10./30.10.2015: Presentation and discussion of assigned paper; Serving as discussant for a second paper 7.1./8.1.2016: Presentation and discussion of own research idea and corresponding research design
Credit Points	6 ECTS
Type of course	„Fachspezifische Kurse“

1. Objectives

This course is designed to provide doctoral students with the opportunity to develop a research idea in the domain of “moral licensing and consumer behavior” and corresponding empirical research design. Through a critical review of the existing literature, group presentations and discussions students become acquainted with the state of the art in moral licensing research and identify an important new research question in that domain. Most importantly, students (likely groups of 2) have to present an empirical paper on moral licensing, serve as a discussant on a second paper (with a focus on avenues for future research) as well as develop and present a detailed research agenda for a new research idea.

2. Prerequisites

Students should have a solid foundation in statistics/econometrics and be familiar with multivariate data analysis.

3. Max. number of participants

The course is open to all doctoral students of the Faculty of Management, Economics and Social Sciences. The course is limited to a maximum number of 10 participants.

4. Language of instruction

German or English (students can choose the language of their presentations).

5. Registration

Students who want to attend this course need to register. The deadline for registration is September 24, 2015. Please send an email (in German or English) to Brigitte Esser (esser[at]wiso.uni-koeln.de) which should inform about:

- your name
- your contact email address
- whether you are a CGS doctoral student or a doctoral student of the Faculty of Management, Economics and Social Sciences
- the supervisor of your doctoral thesis and topic
- your background in statistics/econometrics and empirical research





6. Working requirements and assessment method

The course is eligible for 6 ECTS. The grade will be based on the following things:

- Presentation of assigned paper and serving as a discussant of another paper
- Development and presentation of a new research idea within the domain of the course:
 - 1. What is the problem?, why is it relevant for scientific research and managerial practice and non-trivial (i.e., why is the problem complex to solve)?, objective of the project.
 - 2. (Preliminary) research question(s) and hypotheses.
 - 3. Detailed description of the planned empirical study/studies including the measures (structure of the questionnaire), the study design (e.g., experimental setup) and the data collection procedure.
 - 4. A brief description of the planned analyses (e.g., appropriate methods) and expected results.
- Class participation

7. Teaching staff

- Prof. Dr. Bernd Irlenbusch (Department of Corporate Development and Business Ethics)
- Prof. Dr. Franziska Völckner (Department of Marketing and Brand Management)

8. Coordination/Contact

Brigitte Esser (esser[at]wiso.uni-koeln.de), Department of Marketing and Brand Management.

9. Readings

Students have to read all articles before the first meeting. In addition, each student will present one of the papers in detail (to be assigned after registration) and serve as a discussant (with a focus on avenues for future research) on one other paper.

Exemplarily readings (a detailed reading list will be provided at the beginning of the course):

Chiou, Wen-Bin, Chao-Chin Yang and Chin-Sheng Wan (2011): Ironic Effects of Dietary Supplementation: Illusory Invulnerability Created by Taking Dietary Supplements Licenses Health-Risk Behaviors, *Psychological Science*, Vol. 22 Issue 8, pp. 1081-1086.

Khan, Uzma and Ravi Dhar (2006): Licensing Effect in Consumer Choice. *Journal of Marketing Research*, Vol. 43, Issue 2, pp. 259-266.

Lin, Ying-Ching and Chiu-chi Angela Chang (2012): Double Standard: The Role of Environmental Consciousness in Green Product Usage. *Journal of Marketing*, Vol. 76, Issue 5, pp. 125-134.





- Mazar, Nina and Chen-Bo Zhong (2010): Do Green Products Make Us Better People? *Psychological Science*, Vol. 21, Issue 4, pp. 494-498
- Mishra, Arul and Himanshu Mishra (2011): The Influence of Price Discount Versus Bonus Pack on the Preference for Virtue and Vice Foods. *Journal of Marketing Research*, Vol. 48, Issue 1, pp. 196-206.
- Pelozo, John, Katherine White and Jingzhi Shang (2013): Good and Guilt-Free: The Role of Self-Accountability in Influencing Preferences for Products with Ethical Attributes, *Journal of Marketing*, Vol. 77, Issue 1, pp. 104-119.
- Kouchaki, Maryam (2011): Vicarious Moral Licensing: The Influence of Others' Past Moral Actions on Moral Behavior, *Journal of Personality & Social Psychology*, Vol. 101, Issue 4, pp. 702-715.

