

University of Groningen

## Deserving to Indulge and Donate: Drivers of Virtuous Consumer Behavior

van der Heide, Martine

DOI:  
[10.33612/diss.191424739](https://doi.org/10.33612/diss.191424739)

**IMPORTANT NOTE: You are advised to consult the publisher's version (publisher's PDF) if you wish to cite from it. Please check the document version below.**

*Document Version*  
Publisher's PDF, also known as Version of record

*Publication date:*  
2021

[Link to publication in University of Groningen/UMCG research database](#)

*Citation for published version (APA):*  
van der Heide, M. (2021). *Deserving to Indulge and Donate: Drivers of Virtuous Consumer Behavior*. [Thesis fully internal (DIV), University of Groningen]. University of Groningen, SOM research school. <https://doi.org/10.33612/diss.191424739>

### Copyright

Other than for strictly personal use, it is not permitted to download or to forward/distribute the text or part of it without the consent of the author(s) and/or copyright holder(s), unless the work is under an open content license (like Creative Commons).

The publication may also be distributed here under the terms of Article 25fa of the Dutch Copyright Act, indicated by the "Taverne" license. More information can be found on the University of Groningen website: <https://www.rug.nl/library/open-access/self-archiving-pure/taverne-amendment>.

### Take-down policy

If you believe that this document breaches copyright please contact us providing details, and we will remove access to the work immediately and investigate your claim.

Downloaded from the University of Groningen/UMCG research database (Pure): <http://www.rug.nl/research/portal>. For technical reasons the number of authors shown on this cover page is limited to 10 maximum.

# **Deserving to Indulge and Donate: Drivers of Virtuous Consumer Behavior**

Martine van der Heide

Publisher: University of Groningen  
Groningen, The Netherlands

Printer: Ipskamp Printing B.V.  
Enschede, The Netherlands

Copyright 2021 © Martine van der Heide

All rights reserved. No part of this publication may be reproduced, distributed, or transmitted in any form or by any means, including photocopying, recording, or other electronic or mechanical methods, without the prior written permission of the publisher, except in the case of brief quotations embodied in critical reviews and certain other noncommercial uses permitted by copyright law.



rijksuniversiteit  
 groningen

# **Deserving to Indulge and Donate: Drivers of Virtuous Consumer Behavior**

## **Proefschrift**

ter verkrijging van de graad van doctor aan de  
 Rijksuniversiteit Groningen  
 op gezag van de  
 rector magnificus prof. dr. C. Wijmenga  
 en volgens besluit van het College voor Promoties.

De openbare verdediging zal plaatsvinden op

donderdag 9 december 2021 om 16.15 uur

door

**Martje Tjinkje van der Heide**

geboren op 4 december 1990  
 te Groningen

## **Promotores**

Prof. dr. ir. K. van Ittersum

Prof. dr. T.H.A. Bijmolt

Prof. dr. J. van Doorn

## **Beoordelingscommissie**

Prof. dr. C.S. Noordhoff

Prof. dr. ir. P.W.J. Verlegh

Prof. dr. K. Cleeren

## Table of Contents

<b>Chapter 1   Introduction .....</b>	<b>7</b>
1.1 Healthier Eating as Virtuous Behavior.....	11
1.2 Prosocial Behavior as Virtuous Behavior.....	13
1.3 Contributions of the Dissertation .....	16
1.4 Outline of the Dissertation.....	19
<b>Chapter 2   Healthy Shopping Dynamics: the Healthiness of Sequential Grocery Choices .....</b>	<b>23</b>
2.1 Introduction .....	25
2.2 Theoretical Background.....	28
2.3 Study 1.....	33
2.4 Study 2.....	47
2.5 Study 3.....	53
2.6 General Discussion .....	61
<b>Chapter 3   You Deserve to Donate: Selectivity Promotes Prosocial Behavior Among Entitled Consumers.....</b>	<b>69</b>
3.1 Introduction.....	71
3.2 Theoretical Background.....	72
3.3 Experiment 1 .....	75
3.4 Experiment 2.....	78
3.5 Experiment 3.....	81
3.6 Experiment 4.....	85
3.7 Meta-Analysis Across All Experiments.....	91
3.8 General Discussion .....	92
3.9 Future Research Directions .....	94
<b>Chapter 4   General Discussion .....</b>	<b>97</b>
4.1 Main Findings and Theoretical Contributions .....	99
4.2 Practical Implications.....	106
4.3 Future Research Directions .....	108
4.4 Concluding Remarks.....	112
<b>References .....</b>	<b>115</b>
<b>Appendices.....</b>	<b>133</b>
<b>Nederlandse Samenvatting.....</b>	<b>163</b>
<b>Acknowledgements .....</b>	<b>173</b>

