

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.

References

- Aarts, H., & Dijksterhuis, A. (2003). The silence of the library: environment, situational norm, and social behavior. *Journal of Personality and Social Psychology*, *84*(1), 18–28.
- Ackerman, R. A., & Donnellan, M. B. (2013). Evaluating self-report measures of narcissistic entitlement. *Journal of Psychopathology and Behavioral Assessment*, *35*(4), 460–474.
- Ailawadi, K. L., Pauwels, K., & Steenkamp, J. B. E. (2008). Private-label use and store loyalty. *Journal of marketing*, *72*(6), 19–30.
- American Red Cross. (2020). *How Blood Donations Help Patients*. <https://www.redcrossblood.org/donate-blood/how-to-donate/how-blood-donations-help.html>
- Ames, D. R., Rose, P., & Anderson, C. P. (2006). The NPI-16 as a short measure of narcissism. *Journal of research in personality*, *40*(4), 440–450.
- Anastasio, P. A., & Rose, K. C. (2014). Beyond Deserving More: Psychological Entitlement Also Predicts Negative Attitudes Toward Personally Relevant Out-Groups. *Social Psychological and Personality Science*, *5*(5), 593–600.
- Andreoni, J. (1990). Impure altruism and donations to public goods: A theory of warm-glow giving. *The economic journal*, *100*(401), 464–477.
- Anekwe, T. D., & Rahkovsky, I. (2013). Economic costs and benefits of healthy eating. *Current Obesity Reports*, *2*(3), 225–234.
- Anić, I. D., & Radas, S. (2006). The relationships between shopping trip type, purchases made on promotion, and unplanned purchases for a high/low hypermarket retailer—evidence from the Croatian market. *Privredna Kretanja i Ekonomska Politika*, *16*(107), 26–45.
- Arellano, M. (1987). Computing robust standard errors for within-groups estimators. *Oxford bulletin of Economics and Statistics*, *49*(4), 431–434.
- Ariely, D., Bracha, A., & Meier, S. (2009). Doing good or doing well? Image motivation and monetary incentives in behaving prosocially. *American Economic Review*, *99*(1), 544–55.
- Baker, P. M., & Hagedorn, R. B. (2008). Attitudes to money in a random sample of adults: Factor analysis of the MAS and MBBS scales, and correlations with demographic variables. *The Journal of Socio-Economics*, *37*(5), 1803–1814.
- Balasubramanian, S. K., & Cole, C. (2002). Consumers' search and use of nutrition information: The challenge and promise of the nutrition labeling and education

- act. *Journal of marketing*, 66(3), 112–127.
- Barnett, A. G., Van Der Pols, J. C., & Dobson, A. J. (2005). Regression to the mean: what it is and how to deal with it. *International Journal of Epidemiology*, 34(1), 215–220.
- Baron, R. M., & Kenny, D. A. (1986). The moderator–mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. *Journal of personality and social psychology*, 51(6), 1173–1182.
- Barone, M. J., & Roy, T. (2010). Does exclusivity always pay off? Exclusive price promotions and consumer response. *Journal of Marketing*, 74(2), 121–132.
- Barry, C. M., & Wentzel, K. R. (2006). Friend influence on prosocial behavior: The role of motivational factors and friendship characteristics. *Developmental psychology*, 42(1), 153–163.
- Batson, C. D., & Powell, A. A. (2003). Altruism and prosocial behavior. In T. Millon & M. J. Lerner (Eds.), *Handbook of psychology, Volume 5: Personality and social psychology* (pp. 463–484). Wiley.
- Baumeister, R. F., Campbell, J. D., Krueger, J. I., & Vohs, K. D. (2003). Does high self-esteem cause better performance, interpersonal success, happiness, or healthier lifestyles? *Psychological science in the public interest*, 4(1), 1–44.
- Baumeister, R. F., Vohs, K. D., & Tice, D. M. (2007). The strength model of self-control. *Current directions in psychological science*, 16(6), 351–355.
- Belei, N., Geyskens, K., Goukens, C., Ramanathan, S., & Lemmink, J. (2012). The best of both worlds? Effects of attribute-induced goal conflict on consumption of healthful indulgences. *Journal of Marketing Research*, 49(6), 900–909.
- Bénabou, R., & Tirole, J. (2006). Incentives and prosocial behavior. *The American economic review*, 96(5), 1652–1678.
- Blanken, I., van de Ven, N., & Zeelenberg, M. (2015). A meta-analytic review of moral licensing. *Personality and Social Psychology Bulletin*, 41(4), 540–558.
- Block, L. G., & Morwitz, V. G. (1999). Shopping lists as an external memory aid for grocery shopping: Influences on list writing and list fulfillment. *Journal of Consumer Psychology*, 8(4), 343–375.
- Brandolini, A., & Smeeding, T. M. (2011). Income inequality in richer and OECD countries. In B. Nolan, W. Salverda, & T. M. Smeeding (Eds.), *The Oxford handbook of economic inequality* (pp. 71–100). Oxford University Press.
- Brown, R. P., Budzek, K., & Tamborski, M. (2009). On the Meaning and Measure of

- Narcissism. *Personality and Social Psychology Bulletin*, 35(7), 951–964.
- Brunell, A. B., Tumblyn, L., & Buelow, M. T. (2014). Narcissism and the motivation to engage in volunteerism. *Current Psychology*, 33(3), 365–376.
- Buysse, D. J., Reynolds III, C. F., Monk, T. H., Berman, S. R., & Kupfer, D. J. (1989). The Pittsburgh Sleep Quality Index: a new instrument for psychiatric practice and research. *Psychiatry Research*, 28(2), 193–213.
- Cadario, R., & Chandon, P. (2019). Effectiveness or consumer acceptance? Tradeoffs in selecting healthy eating nudges. *Food policy*, 85, 1–6.
- Cadario, R., & Chandon, P. (2020). Which healthy eating nudges work best? A meta-analysis of field experiments. *Marketing Science*, 39(3), 465–486.
- Campbell, D. T., & Kenny, D. A. (1999). *A primer on regression artifacts*. Guilford Press.
- Campbell, W. K., Bonacci, A. M., Shelton, J., Exline, J. J., & Bushman, B. J. (2004). Psychological entitlement: Interpersonal consequences and validation of a self-report measure. *Journal of Personality Assessment*, 83(1), 29–45.
- Cannon, C., & Rucker, D. D. (2020). The Communal Consumer: Longitudinal Evidence for the Distinction between Nurturing and Affiliative Motives. *Journal of the Association for Consumer Research*, 5(3), 345–355.
- Carver, C. S., Scheier, M. F., & Weintraub, J. K. (1989). Assessing coping strategies: a theoretically based approach. *Journal of personality and social psychology*, 56(2), 267–283.
- Centraal Bureau voor de Statistiek (2017). *Vrijwilligerswerk: wie doet het?*
https://www.cbs.nl/-/media/_pdf/2017/49/2017st06-vrijwilligerswerk-wie-doet-het.pdf
- Centraal Bureau voor de Statistiek (2020). *Armoederisico bevolking in 2019 een fractie lager*.
<https://www.cbs.nl/nl-nl/nieuws/2020/49/armoederisico-bevolking-in-2019-een-fractie-lager>
- Chan, E., & Sengupta, J. (2010). Insincere flattery actually works: A dual attitudes perspective. *Journal of Marketing Research*, 47(1), 122–133.
- Chandon, P., & Wansink, B. (2012). Does food marketing need to make us fat? A review and solutions. *Nutrition reviews*, 70(10), 571–593.
- Chen, F., & Sengupta, J. (2014). Forced to be bad: The positive impact of low-autonomy vice consumption on consumer vitality. *Journal of Consumer Research*, 41(4), 1089–1107.
- Chernev, A., & Gal, D. (2010). Categorization effects in value judgments: Averaging bias in

- evaluating combinations of vices and virtues. *Journal of Marketing Research*, 47(4), 738–747.
- Cleeren, K., Geyskens, K., Verhoef, P. C., & Pennings, J. M. E. (2016). Regular or low-fat? An investigation of the long-run impact of the first low-fat purchase on subsequent purchase volumes and calories. *International Journal of Research in Marketing*, 33(4), 896–906.
- Cochran, W., & Tesser, A. (1996). The "what the hell" effect: Some effects of goal proximity and goal framing on performance. In L. L. Martin & A. Tesser (Eds.), *Striving and Feeling: Interactions among goals, affect, and self-regulation* (pp. 99–120). Lawrence Erlbaum.
- Consumer Goods Forum. (2019). *How The Consumer Industry Can Boost Healthier Eating*. <https://www.theconsumergoodsforum.com/global-learning-mechanism-resources/how-the-consumer-industry-can-boost-healthier-eating>
- Daviglus, M. L., Lloyd-Jones, D. M., & Pirzada, A. (2006). Preventing cardiovascular disease in the 21st century: Therapeutic and preventive implications of current evidence. *American Journal of Cardiovascular Drugs*, 6(2), 87–101.
- Dawson, C., Baker, P. L., & Dowell, D. (2019). Getting into the 'Giving Habit': The dynamics of volunteering in the UK. *Voluntas: International Journal of Voluntary and Nonprofit Organizations*, 30(5), 1006–1021.
- De Boer, J., Schösler, H., & Aiking, H. (2014). "Meatless days" or "less but better"? Exploring strategies to adapt Western meat consumption to health and sustainability challenges. *Appetite*, 76, 120–128.
- De Witt Huberts, J. C., Evers, C., & De Ridder, D. T. (2012). License to sin: Self-licensing as a mechanism underlying hedonic consumption. *European Journal of Social Psychology*, 42(4), 490–496.
- DeWall, C. N., Baumeister, R. F., Gailliot, M. T., & Maner, J. K. (2008). Depletion makes the heart grow less helpful: Helping as a function of self-regulatory energy and genetic relatedness. *Personality and Social Psychology Bulletin*, 34(12), 1653–1662.
- Dhar, R., & Simonson, I. (1999). Making complementary choices in consumption episodes: Highlighting versus balancing. *Journal of Marketing Research*, 36(1), 29–44.
- Dhar, R., & Wertenbroch, K. (2000). Consumer choice between hedonic and utilitarian goods. *Journal of Marketing Research*, 37(1), 60–71.
- Ding, M. (2007). An incentive-aligned mechanism for conjoint analysis. *Journal of Marketing Research*, 44(2), 214–223.

- Ding, M., Grewal, R., & Liechty, J. (2005). Incentive-aligned conjoint analysis. *Journal of Marketing Research*, 42(1), 67–82.
- Distrifood. (2019). Nestlé rolt Nutri-Score uit in Europa. <https://www.distrifood.nl/fabrikanten/nieuws/2019/11/nestle-rolt-nutri-score-uit-in-europa-101129165>
- Drèze, X., & Nunes, J. C. (2009). Feeling superior: The impact of loyalty program structure on consumers' perceptions of status. *Journal of Consumer Research*, 35(6), 890–905.
- Dutta-Bergman, M. J. (2004). Primary sources of health information: Comparisons in the domain of health attitudes, health cognitions, and health behaviors. *Health Communication*, 16(3), 273–288.
- Easterly, W. (2007). Inequality does cause underdevelopment: Insights from a new instrument. *Journal of development economics*, 84(2), 755–776.
- Eggert, A., Steinhoff, L., & Garnefeld, I. (2015). Managing the bright and dark sides of status endowment in hierarchical loyalty programs. *Journal of Service Research*, 18(2), 210–228.
- Ehrich, K. R., & Irwin, J. R. (2005). Willful ignorance in the request for product attribute information. *Journal of Marketing Research*, 42(3), 266–277.
- Fasolo, B., Hertwig, R., Huber, M., & Ludwig, M. (2009). Size, entropy, and density: What is the difference that makes the difference between small and large real-world assortments? *Psychology & Marketing*, 26(3), 254–279.
- Faul, F., Erdfelder, E., Buchner, A., & Lang, A. G. (2009). Statistical power analyses using G* Power 3.1: Tests for correlation and regression analyses. *Behavior research methods*, 41(4), 1149–1160.
- Fennis, B. M., Janssen, L., & Vohs, K. D. (2009). Acts of benevolence: A limited-resource account of compliance with charitable requests. *Journal of Consumer Research*, 35(6), 906–924.
- Finkelstein, E. A., Khavjou, O. A., Thompson, H., Trogdon, J. G., Pan, L., Sherry, B., & Dietz, W. (2012). Obesity and Severe Obesity Forecasts Through 2030. *American journal of preventive medicine*, 42(6), 563–70.
- Finkelstein, E. A., Trogdon, J. G., Cohen, J. W., & Dietz, W. (2009). Annual Medical Spending Attributable To Obesity: Payer-And Service-Specific Estimates: Amid calls for health reform, real cost savings are more likely to be achieved through reducing obesity and related risk factors. *Health affairs*, 28(Suppl1), w822–w831.

- Fishbach, A., & Dhar, R. (2005). Goals as excuses or guides: The liberating effect of perceived goal progress on choice. *Journal of Consumer Research*, 32(3), 370–377.
- Fishbach, A., Dhar, R., & Zhang, Y. (2006). Subgoals as substitutes or complements: the role of goal accessibility. *Journal of personality and social psychology*, 91(2), 232–242.
- Fisk, G. M. (2010). “I want it all and I want it now!” An examination of the etiology, expression, and escalation of excessive employee entitlement. *Human Resource Management Review*, 20(2), 102–114.
- FMI. (2016). *Analysis: Shopping For Health Presents New Attitudes and Awareness among U.S. Consumers.* <https://www.fmi.org/newsroom/news-archive/view/2016/06/23/analysis-shopping-for-health-presents-new-attitudes-and-awareness-among-u.s.-consumers>
- FMI-Nielsen. (2021). *Digitally Engaged Food Shopper.* <https://www.fmi.org/digital-shopper>
- Forbes, K. F., & Zampelli, E. M. (1997). Religious giving by individuals: A cross denominational study. *American Journal of Economics and Sociology*, 56(1), 17–30.
- Forbes.com (2018). *Core Brands And Healthy Portfolio Drive Growth For Coca-Cola.* <https://www.forbes.com/sites/greatspeculations/2018/04/26/core-brands-and-healthy-portfolio-drive-growth-for-coca-cola/>
- Galton, F. (1886). Regression towards mediocrity in hereditary stature. *Journal of the Anthropological Institute of Great Britain and Ireland*, 15, 264–263.
- Garvey, A. M., & Bolton, L. E. (2017). Eco-product choice cuts both ways: How proenvironmental licensing versus reinforcement is contingent on environmental consciousness. *Journal of Public Policy & Marketing*, 36(2), 284–298.
- Gilbride, T. J., Inman, J. J., & Stilley, K. M. (2015). The role of within-trip dynamics in unplanned versus planned purchase behavior. *Journal of Marketing*, 79(3), 57–73.
- Goor, D., Ordabayeva, N., Keinan, A., & Crener, S. (2020). The impostor syndrome from luxury consumption. *Journal of Consumer Research*, 46(6), 1031–1051.
- Gould, S. J. (1988). Consumer attitudes toward health and health care: A differential perspective. *Journal of Consumer Affairs*, 22(1), 96–118.
- Groves, R. M., Cialdini, R. B., & Couper, M. P. (1992). Understanding the decision to participate in a survey. *Public Opinion Quarterly*, 56(4), 475–495.
- Grubbs, J. B., & Exline, J. J. (2016). Trait entitlement: A cognitive-personality source of vulnerability to psychological distress. *Psychological Bulletin*, 142(11), 1204–1226.
- Hamlin, J. K., & Wynn, K. (2011). Young infants prefer prosocial to antisocial others. *Cognitive*

development, 26(1), 30–39.

- Hart, W., Tortoriello, G. K., & Richardson, K. (2019). Deprived and grandiose explanations for psychological entitlement: Implications for theory and measurement. *Journal of Personality Assessment*, 102(4), 488–498.
- Hart, W., Tortoriello, G.K., & Breeden, C.J. (2020). Entitled Due to Deprivation vs. Superiority: Evidence That Unidimensional Entitlement Scales Blend Distinct Entitlement Rationales across Psychological Dimensions, *Journal of Personality Assessment*, 102(6), 781–791.
- Harvey, P., & Harris, K. J. (2010). Frustration-based outcomes of entitlement and the influence of supervisor communication. *Human Relations*, 63(11), 1639–1660.
- Harvey, P., & Martinko, M. J. (2009). An empirical examination of the role of attributions in psychological entitlement and its outcomes. *Journal of Organizational Behavior*, 30(4), 459–476.
- Hayes, A. F. (2018). *An introduction to mediation, moderation, and conditional process analysis: A regression-based approach*. (2nd Ed.) New York, NY: Guilford Press.
- Heckman, J. J. (1981). Statistical models for discrete panel data. In C. Manski & D. McFadden (Eds.), *Structural analysis of discrete data with econometric applications* (pp. 114–78). MIT Press.
- Herman, C. P., & Mack, D. (1975). Restrained and unrestrained eating. *Journal of Personality*, 43(4), 647–660.
- Herman, C. P., & Polivy, J. (2004). The self-regulation of eating. In R. F. Baumeister & K. D. Vohs (Eds.), *The handbook of self-regulation: Research, theory, and applications* (pp. 492–508). Guilford.
- Herman, C. P., Roth, D. A., & Polivy, J. (2003). Effects of the presence of others on food intake: a normative interpretation. *Psychological bulletin*, 129(6), 873–886.
- Hill, J. O., Wyatt, H. R., Reed, G. W., & Peters, J. C. (2003). Obesity and the environment: where do we go from here? *Science*, 299(5608), 853–855.
- Hoch, S. J., & Loewenstein, G. F. (1991). Time-inconsistent preferences and consumer self-control. *Journal of Consumer Research*, 17(4), 492–507.
- Hofmann, W., & Fisher, R. R. (2012). How guilt and pride shape subsequent self-control. *Social Psychological and Personality Science*, 3(6), 682–690.
- Homburg, C., Droll, M., & Totzek, D. (2008). Customer prioritization: does it pay off, and how should it be implemented? *Journal of Marketing*, 72(5), 110–130.

- Hu, Y., & Li, X. (2011). Context-dependent product evaluations: an empirical analysis of internet book reviews. *Journal of Interactive Marketing, 25*(3), 123–133.
- Huber, J., Goldsmith, K., & Mogilner, C. (2008). Reinforcement versus balance response in sequential choice. *Marketing letters, 19*(3), 229–239.
- Hui, S. K., Bradlow, E. T., & Fader, P. S. (2009). Testing behavioral hypotheses using an integrated model of grocery store shopping path and purchase behavior. *Journal of Consumer Research, 36*(3), 478–493.
- Huyghe, E., Verstraeten, J., Geuens, M., & Van Kerckhove, A. (2017). Clicks as a healthy alternative to bricks: how online grocery shopping reduces vice purchases. *Journal of Marketing Research, 54*(1), 61–74.
- Hyland, M., & Birrell, J. (1979). Government health warnings and the “boomerang” effect. *Psychological Reports, 44*(2), 643–647.
- Independent Sector. (2006). *Independent Sector Value of Volunteer Time (2006)*. <http://unitedwaypike.veneziale.net/Volunteers/is-dollar-value.pdf>
- Inzlicht, M., Schmeichel, B. J., & Macrae, C. N. (2014). Why self-control seems (but may not be) limited. *Trends in Cognitive Sciences, 18*(3), 127–133.
- Januszewska, R., Pieniak, Z., & Verbeke, W. (2011). Food choice questionnaire revisited in four countries. Does it still measure the same?. *Appetite, 57*(1), 94–98.
- Juhl, H. J., Fenger, M. H., & Thøgersen, J. (2017). Will the consistent organic food consumer step forward? An empirical analysis. *Journal of Consumer Research, 44*(3), 519–535.
- Kalavana, T. V., Maes, S., & De Gucht, V. (2010). Interpersonal and self-regulation determinants of healthy and unhealthy eating behavior in adolescents. *Journal of Health Psychology, 15*(1), 44–52.
- Khan, R., Misra, K., & Singh, V. (2016). Will a fat tax work?. *Marketing science, 35*(1), 10–26.
- Khan, U., & Dhar, R. (2006). Licensing effect in consumer choice. *Journal of marketing research, 43*(2), 259–266.
- Khare, A., & Inman, J. J. (2006). Habitual behavior in American eating patterns: The role of meal occasions. *Journal of Consumer Research, 32*(4), 567–575.
- Kivetz, R., & Zheng, Y. (2006). Determinants of justification and self-control. *Journal of Experimental Psychology: General, 135*(4), 572–587.
- Knack, S., & Keefer, P. (1997). Does social capital have an economic payoff? A cross-country investigation. *The Quarterly journal of economics, 112*(4), 1251–1288.

- Kohlberg, L. (1976). Moral stages and moralization: The cognitive-developmental approach. In T. Lickona (Ed.), *Moral development and behavior: Theory, research, and social issues* (pp. 31–53). New York: Holt, Rinehart, & Winston.
- Kotler, P., & Levy, S. J. (1969). Broadening the concept of marketing. *Journal of Marketing*, 33(1), 10–15.
- Ladabaum, U., Mannalithara, A., Myer, P. A., & Singh, G. (2014). Obesity, abdominal obesity, physical activity, and caloric intake in US adults: 1988 to 2010. *The American Journal of Medicine*, 127(8), 717–727.
- Lange, J., Redford, L., & Crusius, J. (2019). A status-seeking account of psychological entitlement. *Personality and Social Psychology Bulletin*, 45(7), 1113–1128.
- Laran, J. (2010). Goal management in sequential choices: Consumer choices for others are more indulgent than personal choices. *Journal of Consumer Research*, 37(2), 304–314.
- Laran, J., & Janiszewski, C. (2009). Behavioral consistency and inconsistency in the resolution of goal conflict. *Journal of Consumer Research*, 35(6), 967–984.
- Le, B. M., Impett, E. A., Lemay Jr, E. P., Muise, A., & Tskhay, K. O. (2018). Communal motivation and well-being in interpersonal relationships: An integrative review and meta-analysis. *Psychological bulletin*, 144(1), 1–25.
- Lessard, J., Greenberger, E., Chen, C., & Farruggia, S. (2011). Are youths' feelings of entitlement always “bad”? Evidence for a distinction between exploitive and non-exploitive dimensions of entitlement. *Journal of Adolescence*, 34, 521–529.
- Loewenstein, G. F., Thompson, L., & Bazerman, M. H. (1989). Social utility and decision making in interpersonal contexts. *Journal of Personality and Social psychology*, 57(3), 426–441.
- Liu, P. J., Haws, K. L., Scherr, K., Redden, J. P., Bettman, J. R., & Fitzsimons, G. J. (2019). The primacy of “what” over “how much”: how type and quantity shape healthiness perceptions of food portions. *Management Science*, 65(7), 3353–3381.
- Loi, T. I., Kuhn, K. M., Sahaym, A., Butterfield, K. D., & Tripp, T. M. (2020). From helping hands to harmful acts: When and how employee volunteering promotes workplace deviance. *Journal of Applied Psychology*, 105(9), 944–958.
- Main, K. J., Dahl, D. W., & Darke, P. R. (2007). Deliberative and automatic bases of suspicion: Empirical evidence of the sinister attribution error. *Journal of Consumer Psychology*, 17(1), 59–69.

- Maner, J. K. (2014). Let's put our money where our mouth is: If authors are to change their ways, reviewers (and editors) must change with them. *Perspectives on Psychological Science*, 9, 343–351.
- Mansbridge, J. J. (1990). *Beyond self-interest*. Chicago: University of Chicago Press.
- Marschall, D., Sanftner, J., and Tangney, J.P. (1994), *The State Shame and Guilt Scale*. George Mason University.
- Mason, C. H., & Perreault Jr, W. D. (1991). Collinearity, power, and interpretation of multiple regression analysis. *Journal of Marketing Research*, 28(3), 268–280.
- Mazar, N., & Zhong, C. B. (2010). Do green products make us better people? *Psychological Science*, 21, 494–498.
- McShane, B. B., & Böckenholt, U. (2017). Single-paper meta-analysis: Benefits for study summary, theory testing, and replicability. *Journal of Consumer Research*, 43(6), 1048–1063.
- Meer, J., Miller, D., & Wulfsberg, E. (2017). The Great Recession and charitable giving. *Applied Economics Letters*, 24(21), 1542–1549.
- Meyvis, T., & Van Osselaer, S. M. (2018). Increasing the power of your study by increasing the effect size. *Journal of Consumer Research*, 44(5), 1157–1173.
- Mick, D. G. (2006). Meaning and mattering through transformative consumer research. In C. Pechmann & L. L. Price (Eds.), *Advances in Consumer Research*, (Vol. 33, pp. 1–4). Association for Consumer Research.
- Milkman, K. L., Rogers, T., & Bazerman, M. H. (2008). Harnessing our inner angels and demons: What we have learned about want/should conflicts and how that knowledge can help us reduce short-sighted decision making. *Perspectives on Psychological Science*, 3(4), 324–338.
- Minson, J. A., & Monin, B. (2012). Do-gooder derogation: Disparaging morally motivated minorities to defuse anticipated reproach. *Social Psychological and Personality Science*, 3(2), 200–207.
- Mittal, C., Griskevicius, V., Simpson, J. A., Sung, S., & Young, E. S. (2015). Cognitive adaptations to stressful environments: When childhood adversity enhances adult executive function. *Journal of personality and social psychology*, 109(4), 604–621.
- Monsivais, P., & Drewnowski, A. (2007). The rising cost of low-energy-density foods. *Journal of the American Dietetic Association*, 107(12), 2071–2076.
- Moorman, C. (1990). The effects of stimulus and consumer characteristics on the utilization of

- nutrition information. *Journal of Consumer Research*, 17(3), 362–374.
- Mullen, E., & Monin, B. (2016). Consistency versus licensing effects of past moral behavior. *Annual review of psychology*, 67, 363–385.
- Muller, D., Judd, C. M., & Yzerbyt, V. Y. (2005). When moderation is mediated and mediation is moderated. *Journal of personality and social psychology*, 89(6), 852–863.
- Müller-Riemenschneider, F., Reinhold, T., Berghöfer, A., & Willich, S. N. (2008). Health-economic burden of obesity in Europe. *European journal of epidemiology*, 23(8), 499–509.
- Mundlak, Y. (1978). On the pooling of time series and cross section data. *Econometrica: journal of the Econometric Society*, 69–85.
- Muraven, M., & Baumeister, R. F. (2000). Self-regulation and depletion of limited resources: Does self-control resemble a muscle? *Psychological bulletin*, 126(2), 247–259.
- Naumann, S. E., Minsky, B. D., & Sturman, M. C. (2002). The use of the concept “entitlement” in management literature: A historical review, synthesis, and discussion of compensation policy implications. *Human Resource Management Review*, 12(1), 145–166.
- Neville, L., & Fisk, G. M. (2019). Getting to excess: Psychological entitlement and negotiation attitudes. *Journal of Business and Psychology*, 34(4), 555–574.
- Newman, G. E., & Cain, D. M. (2014). Tainted altruism: When doing some good is evaluated as worse than doing no good at all. *Psychological science*, 25(3), 648–655.
- Nikolova, H. D., & Inman, J. J. (2015). Healthy choice: the effect of simplified point-of-sale nutritional information on consumer food choice behavior. *Journal of Marketing Research*, 52(6), 817–835.
- Nowak, M. A., & Sigmund, K. (2005). Evolution of indirect reciprocity. *Nature*, 437, 1291–1298.
- O’Brien, E. H., Anastasio, P. A., & Bushman, B. J. (2011). Time crawls when you’re not having fun: Feeling entitled makes dull tasks drag on. *Personality and Social Psychology Bulletin*, 37(10), 1287–1296.
- Okada, E. M. (2005). Justification effects on consumer choice of hedonic and utilitarian goods. *Journal of marketing research*, 42(1), 43–53.
- Ordabayeva, N., & Fernandes, D. (2018). Better or different? How political ideology shapes preferences for differentiation in the social hierarchy. *Journal of Consumer Research*, 45(2), 227–250.

- Pan, S. Y., DesMeules, M., Morrison, H., & Wen, S. W. (2006). Obesity, High Energy Intake, Lack of Physical Activity, and the Risk of Kidney Cancer. *Cancer Epidemiology and Prevention Biomarkers*, *15*(12), 2453–2460. *15* (12), 2453–60.
- Pickett, K. E., & Wilkinson, R. G. (2015). Income inequality and health: a causal review. *Social science & medicine*, *128*, 316–326.
- Piff, P. K., Dietze, P., Feinberg, M., Stancato, D. M., & Keltner, D. (2015). Awe, the small self, and prosocial behavior. *Journal of Personality and Social Psychology*, *108*(6), 883–899.
- Podsakoff, P. M., Ahearne, M., & MacKenzie, S. B. (1997). Organizational citizenship behavior and the quantity and quality of work group performance. *Journal of applied psychology*, *82*(2), 262–270.
- Polivy, J., & Herman, C. P. (1985). Dieting and bingeing: A causal analysis. *American psychologist*, *40*(2), 193–201.
- Porter M.E., Kramer M.R. (2019) Creating shared value. In G. Lenssen & N. Smith (Eds.), *Managing sustainable business* (pp. 323–346). Springer.
- Prasad, A., Strijnev, A., & Zhang, Q. (2008). What can grocery basket data tell us about health consciousness? *International Journal of Research in Marketing*, *25*(4), 301–309.
- Pryor, L. R., Miller, J. D., & Gaughan, E. T. (2008). A comparison of the Psychological Entitlement Scale and the Narcissistic Personality Inventory's Entitlement Scale: Relations with general personality traits and personality disorders. *Journal of Personality Assessment*, *90*(5), 517–520.
- Ramanathan, S., & Williams, P. (2007). Immediate and delayed emotional consequences of indulgence: The moderating influence of personality type on mixed emotions. *Journal of Consumer Research*, *34*(2), 212–223.
- Read, D., Loewenstein, G., & Kalyanaraman, S. (1999). Mixing virtue and vice: Combining the immediacy effect and the diversification heuristic. *Journal of Behavioral Decision Making*, *12*(4), 257–273.
- Rijksoverheid. (2018). *Nationaal Preventieakkoord verbetert gezondheid van alle Nederlanders*. <https://www.rijksoverheid.nl/actueel/nieuws/2018/11/23/nationaal-preventieakkoord-verbetert-gezondheid-van-alle-nederlanders>
- RIVM (2020). The diet of the Dutch. Results of the Dutch National Food Consumption Survey 2012–2016. National institute for public health and the environment.
- Roberts, J. R. (2015). The paradox of artificial sweeteners in managing obesity. *Current*

Gastroenterology Reports, 17(1), 1–3.

- Robinson, E., Aveyard, P., Daley, A., Jolly, K., Lewis, A., Lycett, D., & Higgs, S. (2013). Eating attentively: a systematic review and meta-analysis of the effect of food intake memory and awareness on eating. *The American Journal of Clinical Nutrition*, 97(4), 728–742.
- Roininen, K., Lähteenmäki, L., & Tuorila, H. (1999). Quantification of consumer attitudes to health and hedonic characteristics of foods. *Appetite*, 33(1), 71–88.
- Rose, K. C., & Anastasio, P. A. (2014). Entitlement is about ‘others’, narcissism is not: Relations to sociotropic and autonomous interpersonal styles. *Personality and Individual Differences*, 59, 50–53.
- Rosenberg, M. (1965). *Society and the adolescent self-image*. Princeton, NJ: Princeton University Press.
- Rosenthal, R. (1991). *Meta-analytic procedures for social research*. Sage.
- Ross, B. H., & Murphy, G. L. (1999). Food for thought: Cross-classification and category organization in a complex real-world domain. *Cognitive Psychology*, 38(4), 495–553.
- Sachdeva, S., Iliev, R., & Medin, D. L. (2009). Sinning saints and saintly sinners: The paradox of moral self-regulation. *Psychological science*, 20(4), 523–528.
- Salovey, P., & Birnbaum, D. (1989). Influence of mood on health-relevant cognitions. *Journal of Personality and Social Psychology*, 57(3), 539–551.
- Schlosser, A. E., & Levy, E. (2016). Helping others or oneself: How direction of comparison affects prosocial behavior. *Journal of Consumer Psychology*, 26(4), 461–473.
- Schwartz, S. H. (2010). Basic values: How they motivate and inhibit prosocial behavior. In M. Mikulincer & P. R. Shaver (Eds.), *Prosocial motives, emotions, and behavior: The better angels of our nature* (pp. 221–241). American Psychological Association.
- Sheehan, D., & Van Ittersum, K. (2018). In-store spending dynamics: how budgets invert relative-spending patterns. *Journal of Consumer Research*, 45(1), 49–67.
- Sheth, J. N., & Parvatiyar, A. (1995). The evolution of relationship marketing. *International business review*, 4(4), 397–418.
- Shiv, B., & Fedorikhin, A. (1999). Heart and mind in conflict: The interplay of affect and cognition in consumer decision making. *Journal of consumer Research*, 26(3), 278–292.
- Solt, F. (2016). The standardized world income inequality database. *Social Science Quarterly*, 90(2), 232–242.

- Spiller, S. A., Fitzsimons, G. J., Lynch Jr, J. G., & McClelland, G. H. (2013). Spotlights, floodlights, and the magic number zero: Simple effects tests in moderated regression. *Journal of marketing research*, *50*(2), 277–288.
- Stamkou, E., van Kleef, G. A., & Homan, A. C. (2019). Feeling entitled to rules: Entitled individuals prevent norm violators from rising up the ranks. *Journal of Experimental Social Psychology*, *84*, 103790.
- Staub, E. (1974). Helping a distressed person: Social, personality, and stimulus determinants. In L. Berkowitz (Ed.), *Advances in experimental social psychology* (Vol. 7, pp. 293–341). New York: Academic.
- Stephoe, A., Pollard, T. M., & Wardle, J. (1995). Development of a measure of the motives underlying the selection of food: the food choice questionnaire. *Appetite*, *25*(3), 267–284.
- Storch, J., Wan, J., & van Ittersum, K. (2020). Propelling pride to promote healthy food choices among entity and incremental theorists. *Appetite*, *155*, 104841.
- Strong, C. A., & Martin, B. A. (2014). Effects of perspective taking and entitlement on consumers. *Journal of Business Research*, *67*(9), 1817–1823.
- Stronge, S., Cichocka, A., & Sibley, C. G. (2016). Narcissistic self-esteem or optimal self-esteem? A latent profile analysis of self-esteem and psychological entitlement. *Journal of Research in Personality*, *63*, 102–110.
- Stronge, S., Cichocka, A., & Sibley, C. G. (2019). The heterogeneity of self-regard: A latent transition analysis of self-esteem and psychological entitlement. *Journal of Research in Personality*, *82*, 103855.
- Tangney, J. P., Baumeister, R. F., & Boone, A. L. (2004). High self-control predicts good adjustment, less pathology, better grades, and interpersonal success. *Journal of personality*, *72*(2), 271–324.
- Thielmann, I., Spadaro, G., & Balliet, D. (2020). Personality and prosocial behavior: A theoretical framework and meta-analysis. *Psychological Bulletin*, *146*(1), 30–90.
- Thorpe, K. E., Ogden, L. L., & Galactionova, K. (2010). Chronic conditions account for rise in medicare spending from 1987 to 2006. *Health Affairs*, *29*(4), 718–724.
- Torres, A., Bijmolt, T. H., Tribó, J. A., & Verhoef, P. (2012). Generating global brand equity through corporate social responsibility to key stakeholders. *International Journal of Research in Marketing*, *29*(1), 13–24.
- Trope, Y., & Fishbach, A. (2000). Counteractive self-control in overcoming

- temptation. *Journal of Personality and Social Psychology*, 79(4), 493–506.
- Twenge, J. M. (2014). *Generation me: Why today's young americans are more confident, assertive, entitled—and more miserable than ever before (revised and updated)*. Simon and Schuster.
- Twenge, J. M., & Campbell, W. K. (2009). *The narcissism epidemic: Living in the age of entitlement*. New York, NY: Simon and Schuster.
- U.S. Bureau of Labor Statistics (2016), *Economic News Release: Volunteering in the United States, 2009*. Government Printing Office.
<https://www.bls.gov/news.release/volun.htm>
- Van der Heide, M.T., Fennis, B.M., van Ittersum, K., & Trampe, D. (2016), “I Deserve to Help!” Effects of Entitlement and Social Influence Appeals on Prosocial Motivations. In P. Moreau, & S. Puntoni (Eds.), *Advances in Consumer Research* (44, p.763), Association for Consumer Research.
- Van der Laan, L. N., Papies, E. K., Hooge, I. T., & Smeets, P. A. (2017). Goal-directed visual attention drives health goal priming: An eye-tracking experiment. *Health Psychology*, 36(1), 82–90.
- Van der Linden, S. (2011). The helper's high: Why it feels so good to give. *Ode Magazine*, 8(6), 25–26.
- Van Doorn, J., & Verhoef, P. C. (2011). Willingness to pay for organic products: Differences between virtue and vice foods. *International Journal of Research in Marketing*, 28(3), 167–180.
- Van Ittersum, K., Wansink, B., Pennings, J. M. E., & Sheehan, D. (2013). Smart shopping carts: How real-time feedback influences spending. *Journal of Marketing*, 77(6), 21–36.
- Vanhamme, J., Lindgreen, A., Reast, J., & Van Popering, N. (2012). To do well by doing good: Improving corporate image through cause-related marketing. *Journal of business ethics*, 109(3), 259–274.
- Viswanathan, M., Rosa, J. A., & Harris, J. E. (2005). Decision making and coping of functionally illiterate consumers and some implications for marketing management. *Journal of Marketing*, 69(1), 15–31.
- Voedselbanken Nederland. (2021). *Feiten en Cijfers Voedselbanken*.
<https://voedselbankennederland.nl/wat-we-doen/feiten-en-cijfers-voedselbanken/>
- Von Lengerke, T., & Krauth, C. (2011). Economic costs of adult obesity: A review of recent European studies with a focus on subgroup-specific costs. *Maturitas*, 69(3), 220–229.

- Vuegen, M., Ter Braak, A., Lamey, L., & Ailawadi, K. L. (2019). How mobile self-scanning use influences consumers' grocery purchases. *MSI Report 19-109*. https://www.msi.org/wp-content/uploads/2020/06/MSI_Report_19-109-1.pdf
- Wagner, T., Hennig-Thurau, T., & Rudolph, T. (2009). Does customer demotion jeopardize loyalty? *Journal of Marketing*, 73(3), 69–85.
- Wakefield, M. A., Loken, B., & Hornik, R. C. (2010). Use of mass media campaigns to change health behaviour. *The Lancet*, 376(9748), 1261–1271.
- Wallach, M. A., & Wallach, L. (1983). *Psychology's sanction for selfishness: The error of egoism in theory and therapy*. San Francisco: W. H. Freeman.
- Wansink, B., & Chandon, P. (2006). Can “low-fat” nutrition labels lead to obesity?. *Journal of Marketing Research*, 43(4), 605–617.
- Waterlander, W. E., Steenhuis, I. H., de Boer, M. R., Schuit, A. J., & Seidell, J. C. (2012). Introducing taxes, subsidies or both: the effects of various food pricing strategies in a web-based supermarket randomized trial. *Preventive Medicine*, 54(5), 323–330.
- Watson, D., & Clark, L. A. (1999). *The PANAS-X: Manual for the positive and negative affect schedule-expanded form*. University of Iowa.
- Watson, P. J., & Morris, R. J. (1991). Narcissism, empathy and social desirability. *Personality and Individual Differences*, 12(6), 575–579.
- Webster, F. E., & Lusch, R. F. (2013). Elevating marketing: marketing is dead! Long live marketing!. *Journal of the Academy of Marketing Science*, 41(4), 389–399.
- Werle, C. O., Trendel, O., & Ardito, G. (2013). Unhealthy food is not tastier for everybody: The “healthy= tasty” French intuition. *Food Quality and Preference*, 28(1), 116–121.
- Wertenbroch, K. (1998). Consumption self-control by rationing purchase quantities of virtue and vice. *Marketing science*, 17(4), 317–337.
- White, H. (1984). *Asymptotic Theory for Econometricians*. Academic Press.
- White, K., & Argo, J. J. (2011). When imitation doesn't flatter: The role of consumer distinctiveness in responses to mimicry. *Journal of Consumer Research*, 38(4), 667–680.
- Wilcox, K., Vallen, B., Block, L., & Fitzsimons, G. J. (2009). Vicarious goal fulfillment: When the mere presence of a healthy option leads to an ironically indulgent decision. *Journal of Consumer Research*, 36(3), 380–393.
- Williams, G. C., & Deci, E. L. (1996). Internalization of biopsychosocial values by medical students: a test of self-determination theory. *Journal of personality and social*

psychology, 70(4), 767–779.

- Williams, G. C., Grow, V. M., Freedman, Z. R., Ryan, R. M., & Deci, E. L. (1996). Motivational predictors of weight loss and weight-loss maintenance. *Journal of Personality and Social Psychology*, 70(1), 115–26.
- Wooldridge, Jeffrey M. (2010), *Econometric Analysis of Cross Section and Panel Data*. MIT Press.
- World Health Organization (2020), Obesity and Overweight. <http://www.who.int/news-room/fact-sheets/detail/obesity-and-overweight>
- Yim, M. Y. C. (2017). When shoppers don't have enough self-control resources: applying the strength model of self-control. *Journal of Consumer Marketing*, 34(4), 328–337.
- Yu, Z., Hao, J., & Shi, B. (2018). Dispositional envy inhibits prosocial behavior in adolescents with high self-esteem. *Personality and Individual Differences*, 122, 127–133.
- Zaslow, J. (2007, July 19). The entitlement epidemic: Who's really to blame? *Wall Street Journal*. <http://www.wsj.com/articles/SB118480432643571003>
- Zitek, E. M., & Schlund, R. J. (2021). Psychological entitlement predicts noncompliance with the health guidelines of the COVID-19 pandemic. *Personality and individual differences*, 171, 110491.
- Zitek, E. M., & Vincent, L. C. (2015). Deserve and diverge: Feeling entitled makes people more creative. *Journal of Experimental Social Psychology*, 56, 242–248.
- Zitek, E. M., Jordan, A. H., Monin, B., & Leach, F. R. (2010). Victim entitlement to behave selfishly. *Journal of Personality and Social Psychology*, 98(2), 245–255.