

An Order Effect in Identity Related Consumer Decisions

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INTRODUCTION



Literature review

Consumers tend to assimilate and differentiate on the same decision. personal identity is the primary motivation for self-definition. Brewer's (1991) and Gaertner and colleagues' (2002)



Pending problem

In a consumption decision that involves both social and personal identities, does the order in which the identities are presented influence consumer responses?



Research Proposition

The order in which personal and social identities are presented influences consumers' attitudes and preferences.

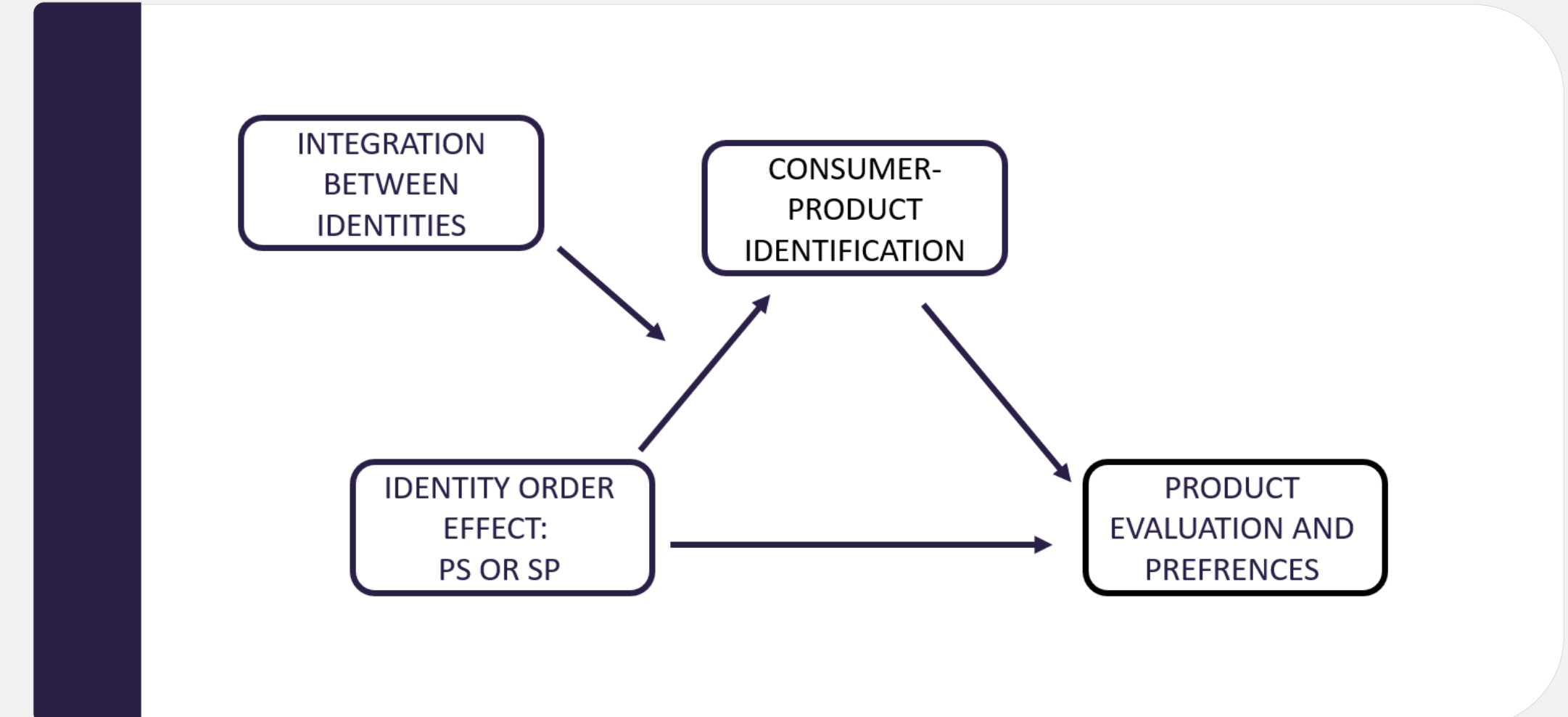
HYPOTHESIS

- H1** A product that is presented to reflect the consumer's social identity first and personal identity second (SP) will be perceived more positively than a product presented to reflect the consumer's personal identity first and social identity second (PS).
- H2** Consumer-product identification mediates the identity-order effect on consumer responses toward an identity-related product.
- H3** Identity integration moderates the identity-order effect, such that the effect is attenuated among individuals for whom integration between social and personal identities is high (as opposed to low).

EXPERIMENTS LAYOUT

Participants	#1	#2	#3	#4	#5	#6
Social Identity	UK football's fans	University affiliation	Army unit affiliation	City residency	City residency	Occupancy - Teacher
Personal Identity Expressions	Participant's name/nickname	Participant's name or quote	Participant's name/nickname	Lyric from a favorite song	Lyric from a favorite song	Participant's name/nickname
Moderator				Integration between identities	Expected visibility	
Mediator	Actual Behavior		Consumer-product identification			Field Study

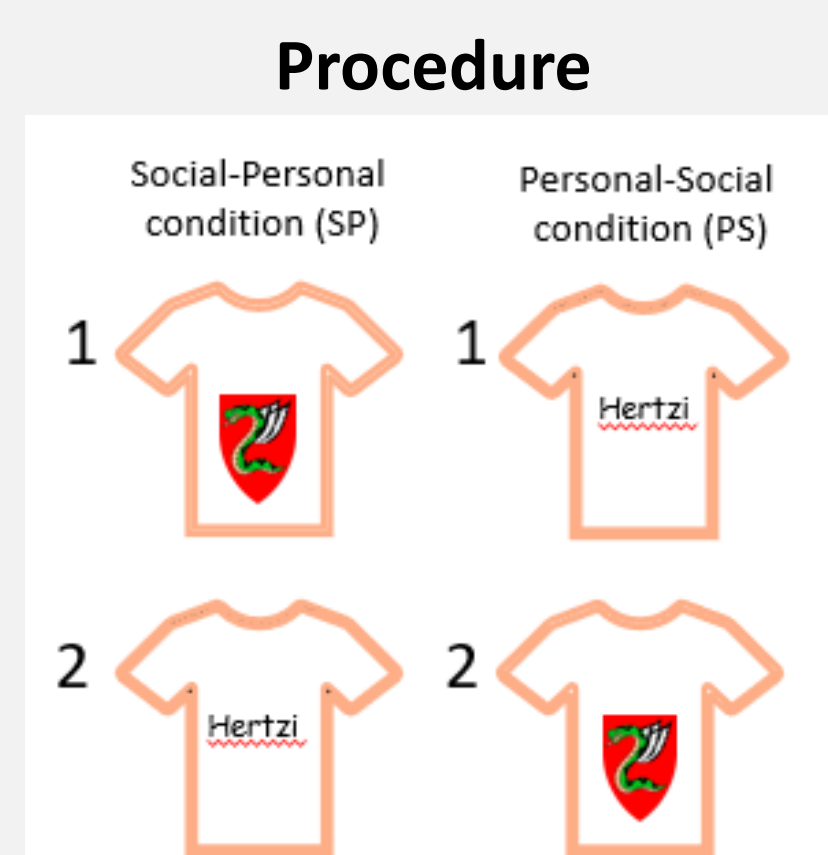
RESEARCH MODEL



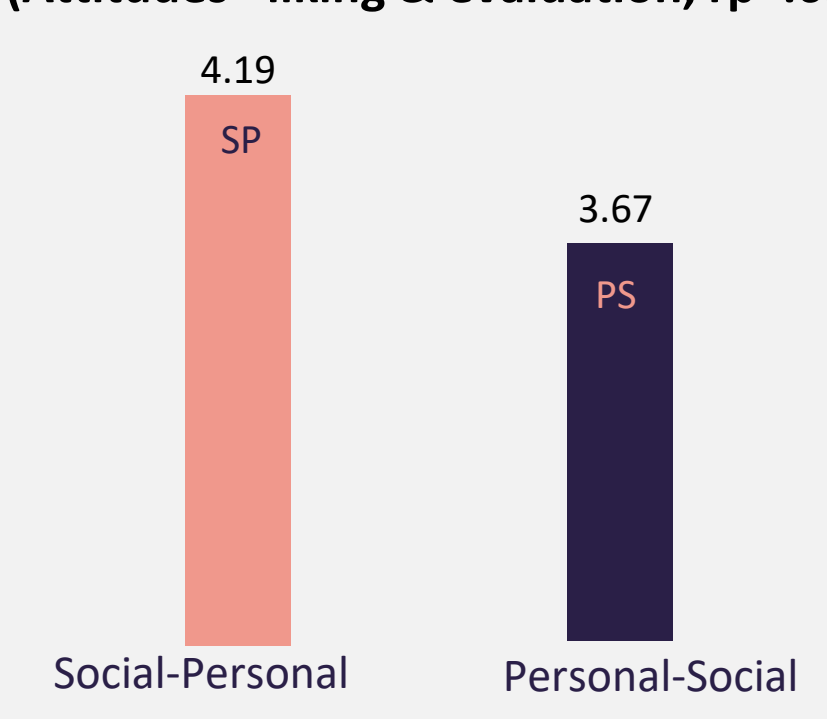
RESULTS

Study 3
Exploring the main effect and the Mediating Role of Consumer-Product Identification

Measures: Consumers' attitudes: Liking & Evaluation, Product preferences.
Possible mediators: Consumer-product identification, Social identity threat and personal identity threat.
Social identity: Army unit affiliation
Personal identity: Name or nickname
Participant: N = 196, M(age)=27.57, 66.6% women
Product: T-shirt



Positive Attitudes towards the product (Attitudes= liking & evaluation, $r_p=.693$)

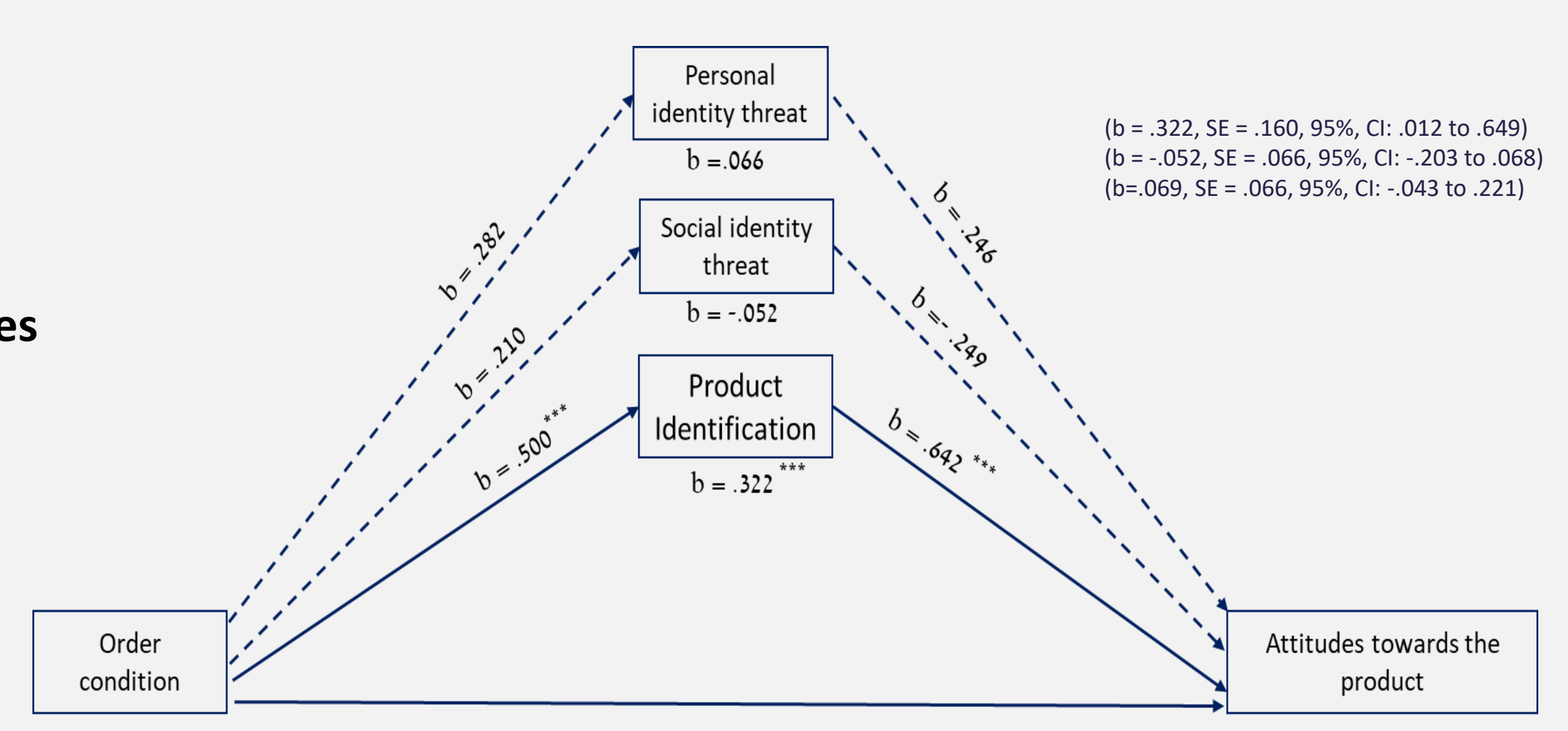


Product Preferences: Choice between one & two images

	One Image	Two Images
Social-Personal	30.3% 30 out of 99 participants	69.7% 69 out of 99 participants
Personal-Social	63.9% 62 out of 97 participants	36.1% 35 out of 97 participants

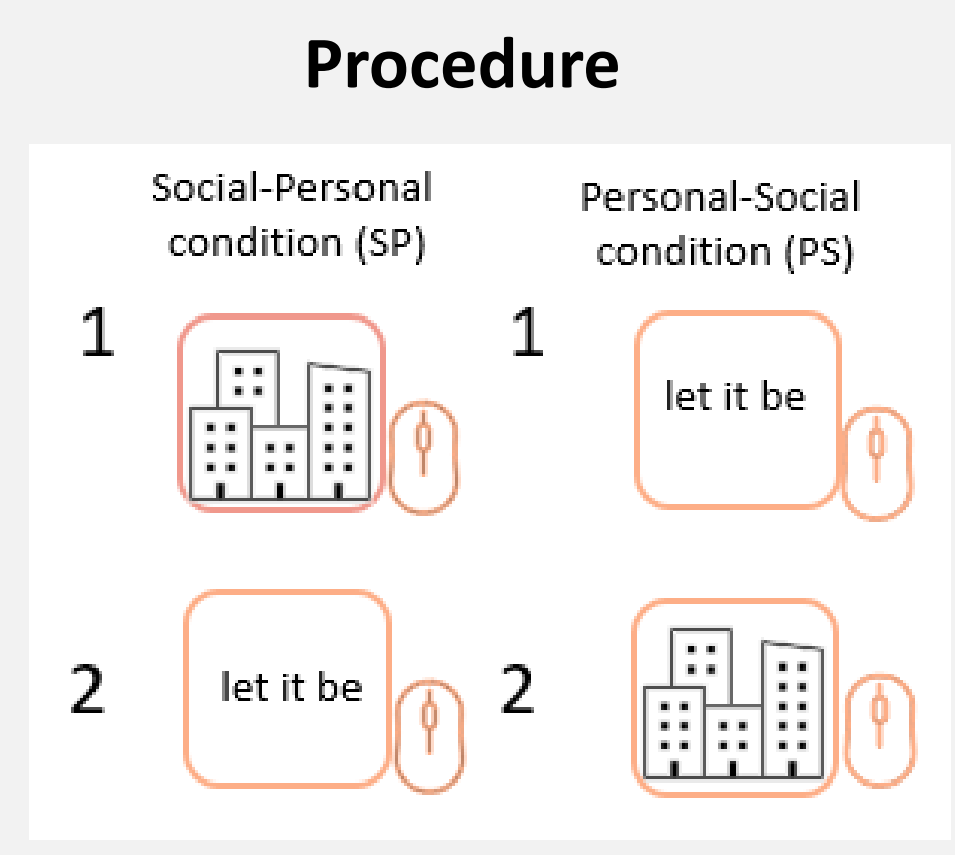
$(\chi^2_{(1)} = 22.23; \text{likelihood ratio} = 22.67, p = .001)$

The effect of identities-order on attitude towards the product was mediated only by consumer-product identification but not by the other mediators



Study 4
Exploring the main effect and the moderating role of integration between identities

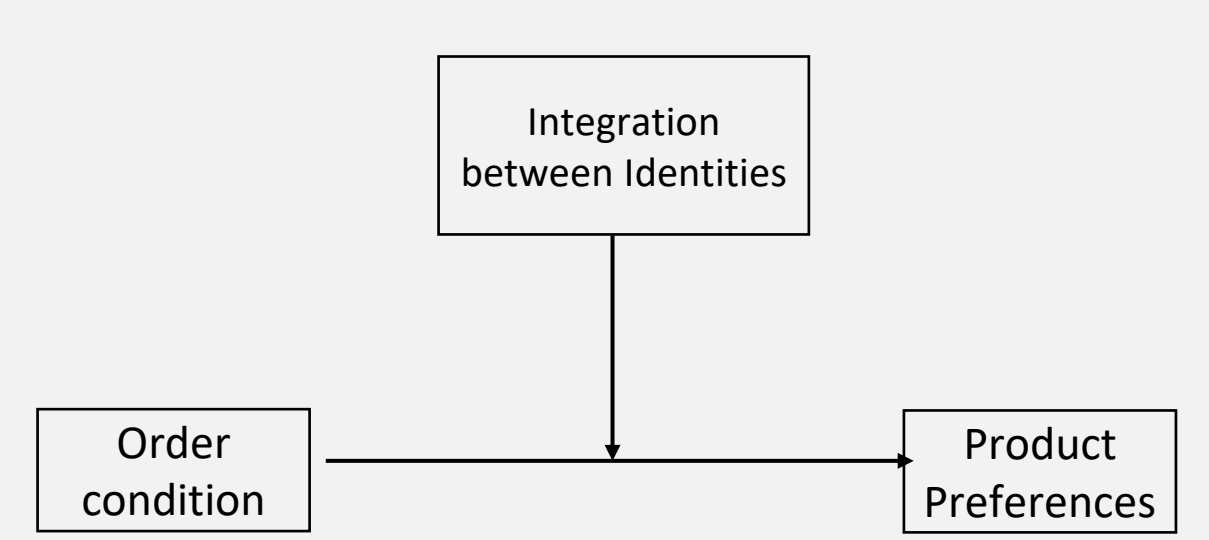
Measures: Product preferences.
Possible moderator: integration between identities
Social identity: City of residency
Personal identity: line from a favorite song
Participant: N = 421, M(age)=34.65, 54.6% women
Product: Mouse Pad



Product Preferences: Choice between one & two images

	One Image	Two Images
Social-Personal	47.3% 86 out of 182 participants	52.7% 96 out of 182 participants
Personal-Social	56.1% 134 out of 239 participants	43.9% 105 out of 239 participants

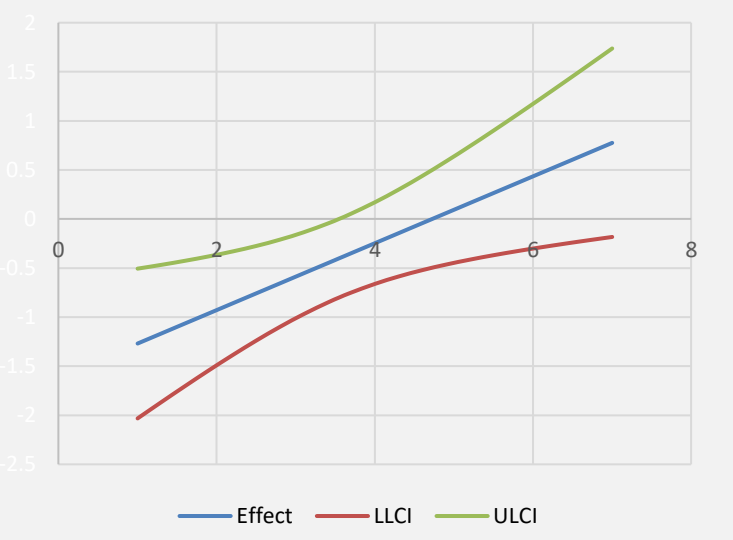
$(\chi^2 = 3.217; \text{likelihood ratio} = 3.219, p = .073)$



The Moderating Role of Identity-Integration in the Effect of Identity-Order Condition on Participants' Product Preference

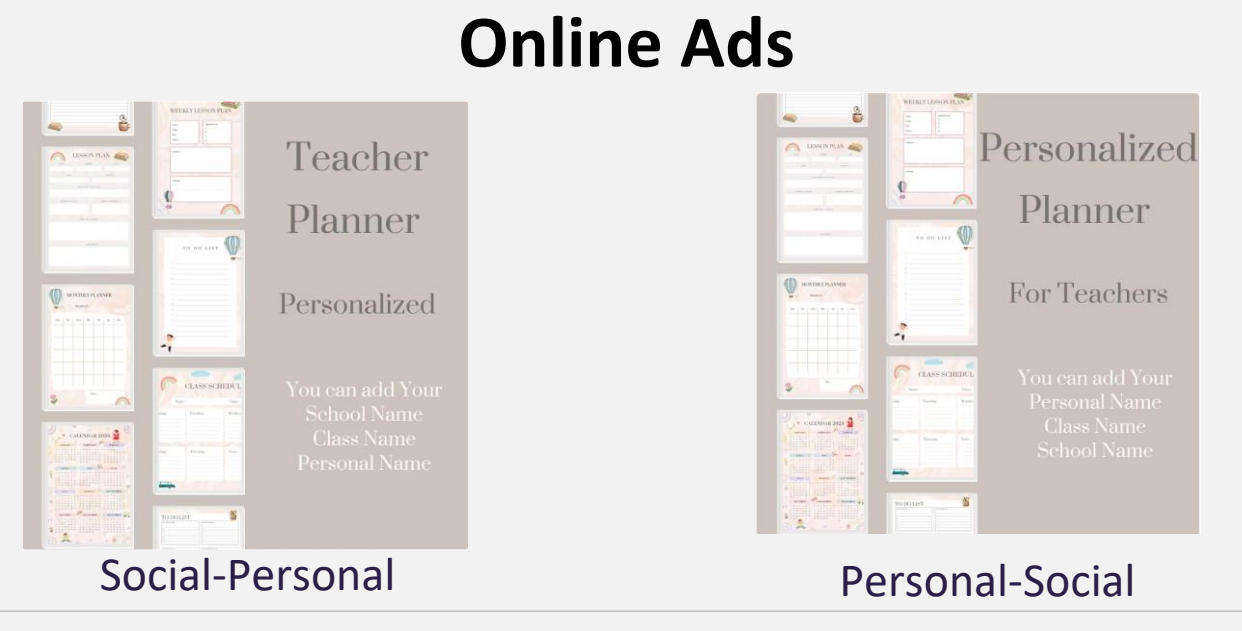
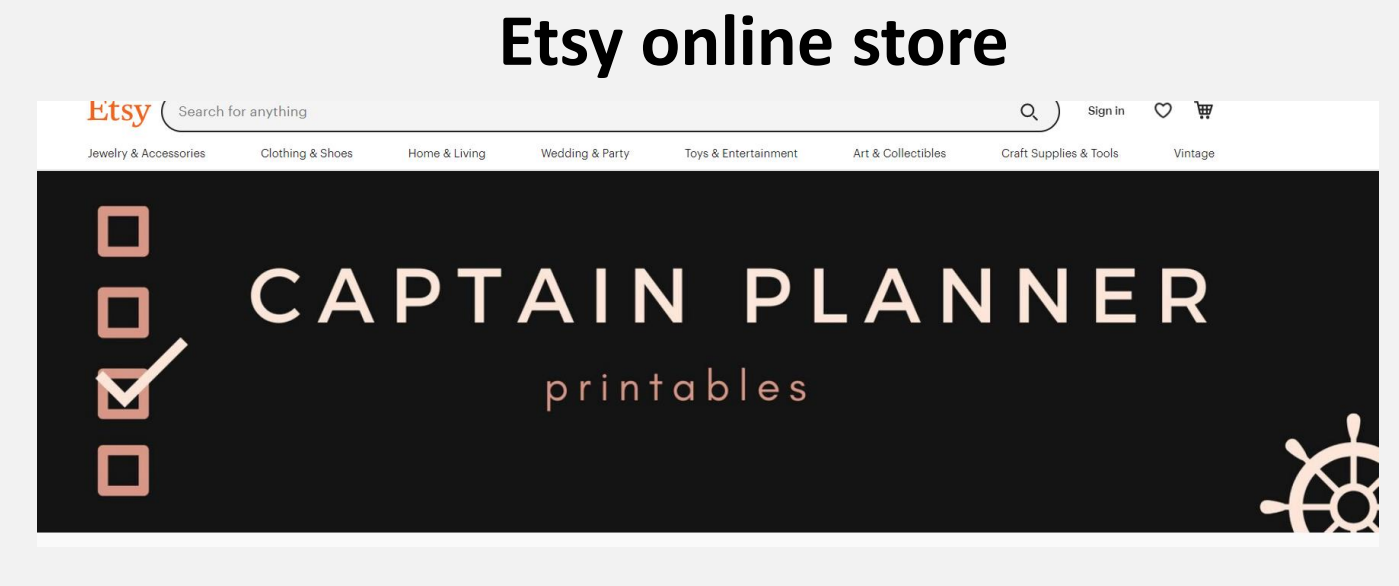
	Participants' preferences
Intercept	-0.32 (0.35)
Order Effect	-1.61 (0.50)**
BI Effect	.12 (0.09)
Order x BI	0.34 (0.13)**
CoxSnell	.080**

Conditional Effect of Identity-Order on Consumer Choice



Study 6
Field Study
Main Effect

Procedure: we opened an online store on Etsy platform selling digital downloads products. We ran a 90 days campaign.
Social identity: Teachers
Personal identity: Name
Product: Teacher planner kit (6 items)



	Views	Clicks	Click Rate
Social-Personal	2599	63	2.4%
Personal-Social	2588	41	1.6%

$(Z = 2.15, p = 0.03)$

CONCLUSION



Consumers express higher attitudes and preferences toward product that were presented in the social-personal order compared to the personal-social order. Our finding also showed the mediating role of consume-product identification and the moderating role of integration between identities.