

Desirability--driven Effects of Reasoning Focus Narrowing on Motivated Moral Reasoning  
in regard of Unsustainable Consumption Options

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Cite as:

Kilian Sven (2021), Desirability--driven Effects of Reasoning Focus Narrowing on Motivated Moral Reasoning in regard of Unsustainable Consumption Options. *Proceedings of the European Marketing Academy*, 50th, (94486)

Paper from the 50th Annual EMAC Conference, Madrid, May 25-28, 2021



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## **Abstract**

The present research deepens recent findings on the tendency of consumers' to morally disengage from information about negative socio-ecological attributes of potential consumption options when these options are otherwise perceived as desirable. We conducted an experiment supporting the notion of a desirability-driven blending out of arguments contradicting potential justifications, termed as "narrowing of the reasoning focus", as the underlying mechanism of such motivated moral reasoning processes. Specifically, for participants where a narrowing of the reasoning focus was not being thwarted, we found a desirability-driven alleviation of moral judgements and moral feelings, resulting in more favourable behavioural intentions (e.g., purchase intentions, word-of-mouth intentions) towards a consumption option with poor socio-ecological performance. These findings have important implications for academics and marketers concerned with understanding and promoting sustainable consumption.

**Keywords:** *Moral Reasoning; Moral Disengagement; Sustainable Consumption*

**Track:** Social Responsibility & Ethics