

Fixing our Reflected Failure: In-group Underachieving Promotes Healthy Consumer Decision-Making

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Cite as:

Gineikiene Justina, Kaminskienė Živilė, Fennis Bob, Uždavinytė Elzė, Dewitte Siegfried (2021), Fixing our Reflected Failure: In-group Underachieving Promotes Healthy Consumer Decision-Making. *Proceedings of the European Marketing Academy*, 50th, (93917)

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



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Abstract

Prior literature has provided evidence that underachieving may increase the desire to distance from the target group's behavior. In two experiments, we take these notions to the food consumption domain and show that underachieving promotes healthier eating behavior, mediated by negative emotions. Importantly, we show that it matters greatly who under-achieves. More specifically, the positive effect of such negative behavior is more pronounced when it is performed by members of one's in-group (as opposed to out-group). Thus, reminding consumers of negative in-group consumption habits can nudge consumers towards healthier eating.

Keywords: *Underachieving ; Groups; Eating*

Track: Consumer Behaviour