

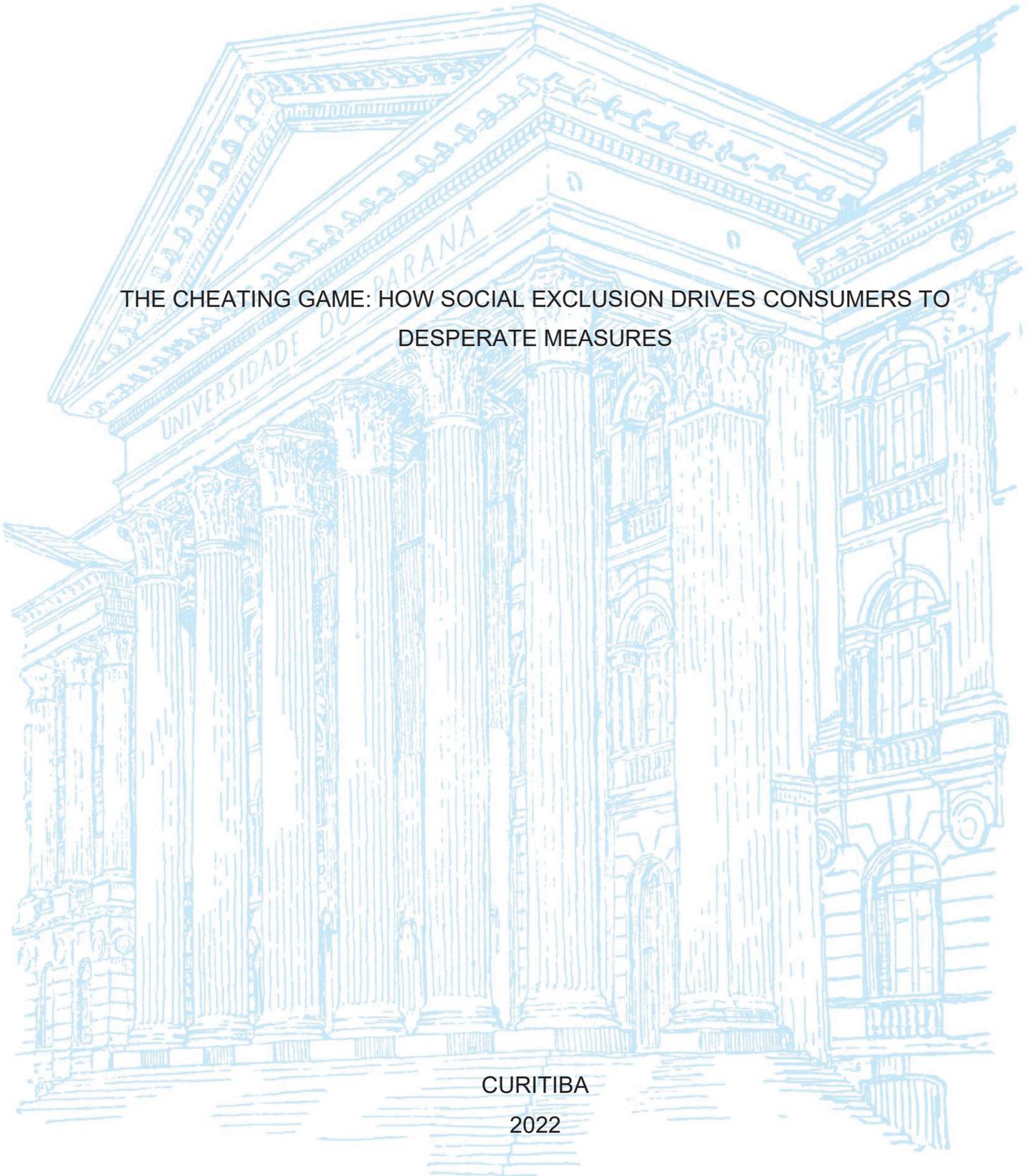
UNIVERSIDADE FEDERAL DO PARANÁ

DJONATA SCHIESSL

THE CHEATING GAME: HOW SOCIAL EXCLUSION DRIVES CONSUMERS TO
DESPERATE MEASURES

CURITIBA

2022



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THE CHEATING GAME: HOW SOCIAL EXCLUSION DRIVES CONSUMERS TO
DESPERATE MEASURES

Tese apresentada ao Programa de Pós-graduação em Administração, área de Concentração Estratégia e Organizações, do Setor de Ciências Sociais Aplicadas da Universidade Federal do Paraná, como parte das exigências para obtenção do título de Doutor.

Orientador: Prof. Dr. José Carlos Korelo.

CURITIBA

2022

DADOS INTERNACIONAIS DE CATALOGAÇÃO NA PUBLICAÇÃO (CIP)
UNIVERSIDADE FEDERAL DO PARANÁ
SISTEMA DE BIBLIOTECAS – BIBLIOTECA DE CIÊNCIAS SOCIAIS APLICADAS

Schiessl, Djonata

The cheating game : how social exclusion drives consumers to desperate measures / Djonata Schiessl. – Curitiba, 2022.
1 recurso on-line : PDF.

Tese (Doutorado) – Universidade Federal do Paraná, Setor de Ciências Sociais Aplicadas, Programa de Pós-Graduação em Administração.

Orientador: Prof. Dr. José Carlos Korelo.

1. Exclusão Social. 2. Emoções e cognição. 3. Trapaça.
4. Comportamento do consumidor. I. Korelo, José Carlos.
II. Universidade Federal do Paraná. Programa de Pós-Graduação em Administração. III. Título.

TERMO DE APROVAÇÃO

Os membros da Banca Examinadora designada pelo Colegiado do Programa de Pós-Graduação ADMINISTRAÇÃO da Universidade Federal do Paraná foram convocados para realizar a arguição da tese de Doutorado de **DJONATA SCHIESSL** intitulada: **THE CHEATING GAME: HOW SOCIAL EXCLUSION DRIVES CONSUMERS TO DESPERATE MEASURES**, sob orientação do Prof. Dr. JOSÉ CARLOS KORELO, que após terem inquirido o aluno e realizada a avaliação do trabalho, são de parecer pela sua APROVAÇÃO no rito de defesa.

A outorga do título de doutor está sujeita à homologação pelo colegiado, ao atendimento de todas as indicações e correções solicitadas pela banca e ao pleno atendimento das demandas regimentais do Programa de Pós-Graduação.

Curitiba, 06 de Outubro de 2022.

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AGRADECIMENTOS

A conclusão dessa tese não seria possível sem o apoio de pessoas importantes para mim. Primeiramente, gostaria de agradecer a minha esposa Tatiane da Silva Schiessl, que esteve presente ao meu lado nessa jornada, dando todo o suporte necessário para que eu conseguisse chegar até aqui, sem o apoio dela isso não seria possível.

Também gostaria de agradecer aos meus pais, Celio Schiessl e Maristela Selke Schiessl, por terem me auxiliado nessa etapa das mais diversas maneiras. Da mesma forma, gostaria de agradecer ao meu irmão Leonardo Schiessl e minha irmã Liliana Schiessl pelo suporte e pelo incentivo de seguir na academia.

Gostaria de agradecer ao meu orientador, José Carlos Korelo, que ao longo do doutorado me deu todo o suporte necessário para que essa tese fosse concluída. Com certeza os ensinamentos que eu tive com o senhor me acompanharão ao longo da minha carreira acadêmica.

Um agradecimento especial a todos os professores do Programa de Pós Graduação em Administração da UFPR, pelos ensinamentos ao longo da minha passagem pela instituição, com menção especial ao Professor Paulo Prado, Professor Elder Semprebon e professora Natália Rese.

Gostaria de agradecer também a todos os amigos que eu fiz no PPGAM UFPR ao longo dessa caminhada, em especial ao Demétrio Mendonça Júnior, Rafael Demczuk, Flávio Osten, Helison B.A.D e Franciele Manosso, obrigado pela ajuda e pela amizade nesses anos, com certeza a amizade de vocês foi muito importante nessa jornada.

Por fim, mas não menos importante, eu gostaria de agradecer aos meus amigos da graduação, André, Cleison e Tiago, que apesar de estar morando longe e de termos terminado a graduação há muito tempo, sempre me incentivaram e garantiram boas risadas ao longo dessa etapa.

RESUMO

A literatura sobre exclusão social demonstrou que o ostracismo afeta as emoções, cognições e comportamentos das pessoas devido à necessidade de viver em sociedade. Na literatura de marketing, estudos anteriores demonstram que quando as marcas excluem o consumidor, eles têm mais aspirações pela marca, e quando a marca é forte, ser excluído aumenta o desejo pela marca. A mesma corrente de pesquisa explora mecanismos afiliativos e emocionais para explicar essa relação. No entanto, argumentamos que alguns efeitos da exclusão social realizados pelas marcas podem levar a um efeito contrário nos comportamentos dos consumidores. Além disso, a exclusão social aumenta a intenção dos consumidores de usar trapaça em vez de aumentar seu desejo pela marca. Também argumentamos que esse efeito é explicado por uma mediação seriada de emoções e comprometimento cognitivo. Em quatro estudos, fornecemos evidências para nossa previsão de que o efeito da exclusão social na intenção de usar trapaça é mediado pela emoção negativa e pela redução da cognição das pessoas. Isso acontece porque a necessidade de regular as emoções negativas desencadeadas pela exclusão social esgota a cognição dos consumidores. Para as marcas que desejam manter estratégias excludentes, demonstramos que uma mensagem geral de exclusão (em vez de uma exclusão cara a cara) poderia evitar comportamentos de trapaça por parte dos consumidores. Concluímos com discussões sobre contribuições teóricas, implicações gerenciais e direções para pesquisas futuras.

Palavras-chave: Exclusão Social; Emoções Negativas; Redução Cognitiva; Trapaça.

ABSTRACT

Social exclusion literature demonstrated that ostracism affects people's emotions, cognitions and behaviors because of the necessity of living in society. In marketing literature, previous studies demonstrate that when brands exclude the consumer, they have more aspirations for the brand, and when the brand is strong, being excluded increase the desire for the brand. The same stream of research explores affiliative and emotional mechanisms to explain this relationship. However, we argue that some effects of social exclusion performed by brands can lead to a contrary effect on consumer behaviors. Moreover, social exclusion increases consumers' intention to use a cheat instead of increasing their desire for the brand. We also argue that it is explained by a serial mediation of emotions and cognitive impairment. Across four studies, we provide evidence for our prediction that the effect of social exclusion on the intention to use cheat is mediated by negative emotion and the reduction of people's cognition. It happens because the necessity to regulate the negative emotions triggered by social exclusion runs out of consumers' cognition. For the brands that want to maintain exclusionary strategies, we demonstrated that a general exclusionary message (Instead of a face-to-face-exclusion) could avoid cheating behavior by consumers. We conclude with discussions regarding theoretical contributions, managerial implications, and directions for future research.

Keywords: Social exclusion; Negative emotions; Cognitive Impairment; Cheat.

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1 INTRODUCTION

Social exclusion is a process through which individuals are systematically blocked from full participation in the normal rights, activities, and relationships with members of Society or brands (Williams, 2008). When people are socially excluded, they are typically cut off from the mainstream of society and denied access to its resources and opportunities. As a result, it profoundly affects their ability to lead happy and productive lives (Eck et al., 2020; Howell & Shepperd, 2017). Thus, in light of the social exclusion theory, we investigate how it affects consumer-brand relationships.

Social interaction in a Community is crucial to the development of humanity, and a lack of this support has several impacts on human beings (Kerr & Levine, 2008). Specifically, social exclusion has a powerful effect on individuals, both in terms of their emotions and their behavior. In particular, social exclusion has been shown to lead to cheating as individuals seek to regain a sense of social connection and belonging (Poon et al., 2013).

To explore it, previous studies in marketing investigated the effect of social exclusion on consumer behavior. For instance, social exclusion leads people to prefer anthropomorphized brands (Chen et al., 2017), increasing their preference for higher visual density products (Su et al., 2019) and raising their desire for aspirational brands (Ward & Dahl, 2014).

Despite the growing body of research on social exclusion in marketing literature, much is still unknown about this phenomenon. There is a gap in understanding social exclusion in consumer behavior and how it should affect subsequent behaviors. Specifically, there is a lack on theory regarding cognitive mechanisms explaining cheating behaviors after exclusion. Additionally, there is still much to know about the specific effects of social exclusion on marketing variables,

like cheating behaviors toward the brands and the impact of social exclusion on consumer-brand relationships (Abrams et al., 2007).

Regarding the mechanisms that explain the effects of social exclusion, scholars have increasingly turned to affiliation mechanisms to study social exclusion and consumer behavior. Re-affiliation mechanisms are social processes that allow individuals to reconnect with others from whom they have been excluded. They can take many forms, including but not limited to apology, forgiveness, and reconciliation (Pitts et al., 2014; Ward & Dahl, 2014). We tested some alternative mechanisms (e.g., anxiety, denial, and brand fairness) and contributed to this literature.

Another stream of research explored emotions as mechanisms to explain social exclusion effects (DeWall et al., 2011; Harmon-Jones et al., 2019; He et al., 2021). Emotional mechanisms are crucial in how individuals process and respond to society. Like the reaffiliation mechanism, the emotional mechanisms are well explored in the literature, explaining several outcomes of social exclusion, like anti-social behaviors (Chow et al., 2008) and aggression (Leary et al., 2006).

Social exclusion leads to negative emotions such as loneliness, sadness, and anger (Williams & Nida, 2022). These emotions lead people to seek out social connections causing a cognitive reduction as individuals to focus on their immediate need for social contact and emotional regulations to restore belongingness. As a result, it leads to impulsive and risky behavior, including cheating (Beard et al., 2022; Poon & Wong, 2018; Williams, 2008), aggressive behaviors (Jiang & Chen, 2020), and increases gambling (Pancani et al., 2019), prejudicing people's financial and social well-being.

Thus, we argue that the chain that drives cheating behaviors performed by consumers after being excluded is more complex and is conducted by a serial

mediation of emotion and its effects on consumers' cognitions. To our knowledge, this idea is not explored in the consumer behavior literature and remains without explanation in social exclusion theory. Understanding this chain improves the explanation regarding several outcomes people can engage in after social exclusion. Specifically, serial mediation can explain why consumers engage in cheating behavior and not in more aspiration and desire for the brand. It clarifies the impacts of social exclusion performed by brands on consumers' behaviors and demonstrates if exclusionary strategies effectively work.

As cited previously, recent studies have mainly focused on the direct effects of social exclusion on negative consumer behaviors, and little attention is given to the mechanisms underlying those effects. The studies that effectively explored mechanisms related to social exclusion and cheating behavior examined emotional mechanisms or mechanisms related to affiliation (Baumeister & Leary, 1995; Ward & Dahl, 2014). An analysis of the social exclusion theory demonstrated that ostracism could increase negative emotions that significantly impair people's cognition explaining cheating behaviors. However, social exclusion and marketing theory has not previously explored it. This gap merits investigation due to its effects on well-being and consumers' relationships with an exclusionary brand.

Based on this reasoning, we propose that emotions and cognitive impairment mediate the effects of social exclusion on cheating behavior. We support this reasoning based on the idea that lonely, sad, or angry individuals can reduce their cognition as they seek to regain a sense of social connection or avoid social interactions to regulate their negative emotions. Individuals experiencing cognitive reduction are more likely to cheat, as they are less able to control their impulses and make rational decisions (Eck et al., 2017; Greitemeyer et al., 2012; Twenge et al.,

2007). To our knowledge, this research is the first endeavor to shed light on this serial mediation, which explores a cognitive mechanism to explain consumer behaviors after an exclusion performed by the brand.

Previous research demonstrated some positive effects of social exclusion performed by brands on consumer behaviors, which lead to more aspiration (Ward & Dahl, 2014) and more desire for brands (Wang & Ding, 2017). However, we argue that some outcomes triggered by social exclusion can damage consumers and brands. Through four studies, we show how social exclusion performed by brands prejudices consumer well-being by creating negative emotions impairing their cognitive resources, resulting in the use of cheating toward the brand.

The effects of social exclusion on cheating behavior can have severe consequences for individuals and brands that use social exclusion as a strategy for segmentation. For instance, when Abercrombie's CEO announces that the company does not want to sell clothes to fat people, the firm creates an exclusion scenario, increasing the intention for people to cheat against the brand (Krashinsky, 2013). Also, when Louis Vuitton burns its bags to avoid promotions, it creates a sensation of exclusion for low-income people, increasing their intention to purchase false products.

For firms, cheating can lead to false information, damaging long-term relationships, and prejudice marketing strategies. Exclusionary strategies can also increase the intention to purchase false products affecting the firm's long-term income. Moreover, cheating can erode trust and cooperation with the brand, making it difficult for individuals to trust and collaborate for the common good in their relationship with the brand.

Our research contributes to the literature when we investigate the new mechanisms underlying the effect of social exclusion on consumers and how it affects their relationship with the brand, using cheat to try to regain brand acceptance. We complement previous studies that demonstrated people feel more aspirations for the brand after social exclusion (Ward & Dahl, 2014) and studies showing that strong brands can exclude consumers because of the power of the brand, which leads people to feel more desire to connect (Wang & Ding, 2017). Affiliative mechanisms explain those effects.

Another stream of research demonstrated that social exclusion elevates the level of negative emotions (Kimel et al., 2017; Lerche et al., 2021; Riva et al., 2017), and in consequence, negative emotions can reduce people's cognitive capability to perform good choices (Dijkstra & Hong, 2019; Son, 2022). However, no previous study investigated this issue in consumer behavior literature, how social exclusion can lead to poor outcomes, and how it is explained by the serial mediation of emotions and cognitive impairment.

We fill these gaps by demonstrating that in a consumer-brand relationship scenario, social exclusion leads people to feel higher negative emotions that reduce their cognitive resources to perform a choice. Furthermore, this serial mediation leads people to use more cheating to be accepted again by the brand. This idea complements previous research that explores the positive effects of social exclusion and the mediation role of reaffiliation mechanisms (Wang & Ding, 2017; Ward & Dahl, 2014).

Also, It is essential to understand the effects of social exclusion on cheating behavior to develop interventions to reduce it. Firms can do it through adequate brand strategies to inform about social exclusion. To our knowledge, few moderators

in social exclusion literature explore how brands can use exclusionary strategies and reduce the negative outcomes against the brand. We present in this research an approach that brands can adopt to reduce the negative impact of social exclusion on their consumers, that is, a general exclusion message and not a personified exclusion as performed by Abercrombie's CEO (Kothgassner et al., 2014; Lee & Shrum, 2012).

Understanding the effects of social exclusion on consumer behavior have important implications for businesses and marketing practitioners. Companies need to be aware of the adverse impact of social exclusion that leads to the use of cheat. Furthermore, social exclusion in long-term relationships affects the loyalty of their consumers, weakening their customer base (Rubio et al., 2015). Brands should therefore design their marketing campaigns and product offerings to consider the needs and concerns of excluded consumers and avoid transmitting a message of exclusion (Loughran Dommer et al., 2013).

Complementing the previous views in the literature, we demonstrated that exclusive strategies could increase the number of false information provided by consumers (Poon et al., 2013). They do it to be accepted again by the brand. However, this behavior can affect the reliability of the brand's market segmentation due to false information about consumers' income and profiles (Zhou et al., 2019). Finally, cheating behaviors have implications for marketing campaigns in the future when the strategy will not be effective because of the wrong information.

The present thesis is structured as follows. In the next section, we develop the study's theoretical framework and present our hypotheses for the study. Following, we demonstrated the results of four empirical studies to test the proposed hypotheses, divided into study 1a, 1b, and 1c and study 2. Finally, we discuss

theoretical contributions, managerial implications, limitations, and directions for future research.

2 THEORETICAL BACKGROUND

In recent years, social exclusion has become an increasingly important topic of research and debate. It is due in part to the growing recognition of the adverse effects that social exclusion can have on individuals, families, and communities. Social exclusion can be defined as the process by which individuals or groups are excluded from full participation in the social, economic, and political life of a Society and their relationships with the brands (Claypool & Bernstein, 2014; Daly & Silver, 2008; Khan et al., 2015).

There are some reasons why social exclusion is believed to be harmful. First, social exclusion can lead to social and human capital loss. When individuals are excluded from participating in the mainstream of society, they are less likely to have access to the resources, networks, and opportunities that would allow them to improve their lives (Bayer et al., 2019; Kimel et al., 2017; Poon et al., 2013; Vázquez, 2013).

Second, social exclusion can harm mental and physical health. Studies have shown that social exclusion is associated with increased anxiety, depression, and stress levels. These mental health problems can lead to physical health problems, such as cardiovascular disease and reduced life expectancy (Jenkins et al., 2009; Jiga et al., 2019; Poon & Wong, 2018).

Third, social exclusion can lead to crime and violence. Individuals who feel excluded from society are more likely to engage in criminal activity to cope with their feelings of frustration and powerlessness. Finally, social exclusion can exacerbate social and economic inequality (Lander, 2015; Lerche et al., 2021). When some members of society are excluded from participating in the mainstream, they are less likely to have the opportunity to improve their economic status. As a result, it can lead

to a widening gap between the haves and the have-nots and increased social tensions (Carlson & Steuer, 1985; Hatzenbuehler & McLaughlin, 2014; Poon et al., 2013). Thus, we develop this thesis through the lenses of social exclusion theory. Specifically, we support our ideas on how social exclusion prejudices people's emotions and how it reduces their cognitions, leading to cheating.

Moreover, with interest in understanding social exclusion effects, there is a growing body of evidence about the impact of social exclusion on consumer behavior. For example, studies have shown that individuals who feel excluded from society are more likely to make impulsive and risky purchase decisions (Buelow & Wirth, 2017; Park & Baumeister, 2015). They are also more likely to be attracted to products with a sense of social status or power, such as luxury goods (Ward & Dahl, 2014). However, despite previous studies in consumer behavior exploring the effects of social exclusion, some aspects remain unclear and merit investigation, like the effects of negative emotions triggered by social exclusion and its effects on consumers' cognition.

2.1 THE EFFECT OF NEGATIVE EMOTION ON COGNITION

Social interactions would be much more complex and perhaps even impossible without emotions. Emotions provide a rich source of information that can be used to navigate social situations, communicate desires and intentions, and influence the behavior of others. However, it is well known that when emotions are negative, it causes harmful impacts on people, like harm to physical and mental health. For example, studies have shown that angry or stressed people are more likely to suffer from heart disease, high blood pressure, and other health problems. In addition, negative emotions can also lead to depression, anxiety, and other mental health disorders (DeSteno et al., 2013; Mayne, 2001; Vanhalst et al., 2015).

Previous literature demonstrated that negative emotions could reduce people's cognition among the several adverse effects triggered by unwelcome feelings. For instance, it has been shown that negative emotions can lead to several biases in thinking, including the confirmation bias and the sunk cost fallacy (Dijkstra & Hong, 2019; Zhao et al., 2020). Negative emotions can also lead to cognitive distortions, such as black-and-white thinking and all-or-nothing thinking (Girme et al., 2015).

Note that all of these biases and distortions can have a significant impact on people's decision-making process. For instance, the confirmation bias can lead people to seek out information that confirms their existing beliefs, while the sunk cost fallacy can lead people to continue investing in something even when it is no longer rational to do so (Dijkstra & Hong, 2019; Zhao et al., 2020). These biases and distortions lead individuals to make suboptimal decisions in many different domains, including personal finance, health, and relationships.

Furthermore, negative emotions can also have some other adverse effects on cognition. For instance, previous studies demonstrated that individuals with high negative emotions had poorer memory performance and a reduced ability to think creatively (Vulpe & Damoiu, 2011). Negative emotions can also lead to several negative physiological effects, such as increased stress and reduced concentration (Son, 2022).

Those pieces of evidence suggest that negative emotions can unfavorably affect people's cognition because they overload their cognition to regulate those emotions. As a result, these effects can lead to suboptimal decision-making and several other adverse outcomes. For example, when people are feeling sad, they are less likely to be able to concentrate on tasks, and their memory may suffer as a result

(Chepenik et al., 2007). However, it is essential to remember that any negative emotion can have this effect, not just sadness.

Anger, for example, is another emotion that can hurt cognitive resources. When people are angry, they are more likely to make mistakes, and their decision-making skills are impaired (Kligyte et al., 2013). They may also find it more difficult to control their emotions, leading to further problems. Fear is another emotion that can harm our cognitive resources. When people are afraid, they may find it difficult to think clearly, and their memory may suffer as a result. They may also find it more challenging to concentrate on tasks (Bruchey et al., 2010).

There are a few different theories about why this happens, but one of the most popular theories is that negative emotions reduce the cognitive resources available to the individual (Garbarino & Edell, 1997). This theory makes much sense, as it would explain why people cannot think as clearly when feeling negative emotions. In this case, it leads them to poor behaviors due to the low cognition to process all information before they make a decision.

Previous studies have shown that people who feel negative emotions have more difficulty solving problems and are less likely to remember information (Nabi, 1999). So, why does this happen? One possibility is that when we are feeling negative emotions, we cannot focus as well on the task at hand. As a result, our attention is diverted to negative emotions, which means we cannot use our cognitive resources as effectively (Deveney & Pizzagalli, 2008; Girme et al., 2015; Nabi, 1999).

Further, negative emotions reduce the amount of blood flow to the brain. It would explain why people feeling negative emotions tend to have more difficulty thinking clearly (Blood et al., 1999; Schneider et al., 1994). In sum, a general

analysis of the literature demonstrated that negative emotions have a negative impact on cognitive resources.

Previous literature supports that negative emotions can reduce people's cognition because they use cognitive resources to regulate their feelings (Padmala et al., 2011; Pollatos et al., 2015). Furthermore, based on social exclusion literature, previous studies demonstrated that social exclusion triggers anger and sadness as the main emotional responses (Williams & Nida, 2022), and these emotions can lead to an impairment in cognitive resources. Thus, this thesis will test an index compounded by those two primary emotions, sadness, and anger, because we are focused on the effect of emotions on cognition and not on how people cope with negative emotions or to whom there are attributing the exclusion.

2.2 SOCIAL EXCLUSION AND THE EFFECT ON EMOTIONS AND COGNITION

The role of social interaction in daily life is essential for all human beings because living in society helps to develop social relationships and creates knowledge about emotional regulation. Previous studies demonstrated that social support teaches human beings how to regulate and shape crucial feelings to living in Society. For example, fear, shame, and guilt are emotions that help humans to live in society and avoid conflicts (Dunbar, 2009; Foley & Gamble, 2009; Mazzone et al., 2021).

In this line of reasoning, previous studies demonstrated a direct effect on people's emotional states when there is a lack of social support or a feeling of ostracism. For instance, being excluded (versus included) can cause anger that leads to aggressive behaviors (Twenge et al., 2001), leads to social anxiety (Fung & Alden, 2017), low self-esteem (Bernstein et al., 2013), and negative mood (de Gennaro et al., 2020).

Social exclusion causes harmful impacts on people's emotions because it causes a lack of belongingness in a community which threatens social necessity. Socially excluded people are also more likely to have difficulty regulating their emotions, leading to further mental health problems (Honey et al., 2011). Conversely, included people do not face a threat to social support and consequently do not have negative emotions because the community includes them.

The effects of social exclusion can be long-lasting and harm an individual's overall well-being. Individuals who are socially excluded are more likely to have lower self-esteem, poorer mental health, and less satisfaction with their lives. They may also be more likely to engage in risky behaviors, such as substance abuse, which can further compound the adverse effects of social exclusion (Parkes & Conolly, 2011; Twenge et al., 2002).

However, we argue that the impact of social exclusion can be more severe than the previous studies in the consumer behavior literature demonstrated. Some theory streams revealed that social exclusion causes harmful effects on people's cognition, behaviors, and biological aspects, and those effects are little explored in marketing literature. For instance, Baumeister et al. (2002) demonstrated that a severe exclusion situation reduces people's intelligent thoughts. At the same time, social exclusion affects biological markers (Slegers et al., 2017), increases brain activity (Bolling et al., 2016), and causes social pain (Yanagisawa et al., 2011).

Regarding the impact of social exclusion on individuals' cognition, previous studies demonstrated that the cognitive reduction created by social exclusion could manifest in some ways, including impaired memory, decreased ability to focus, and reduced problem-solving skills (Girme et al., 2015; Son, 2022; Zhao et al., 2020). In addition, it can significantly impact an individual's ability to think critically in day-to-

day life. As a result, social exclusion can profoundly affect an individual's emotional and cognitive well-being.

Those adverse effects of social exclusion over people's emotions, cognitions, and biological aspects can prejudice their subsequent behaviors, leading to poor results in IQ tests (Baumeister et al., 2002), increasing risk-taking behaviors (Duclos et al., 2013) and causing memory confusion (Wyer, 2008). Nevertheless, we argue that the chain conducting people to those poor outcomes can be more complex.

Specifically, we argue that the impact of social exclusion in poor behaviors is explained by a serial mediation of negative emotions and their effects on people's cognition. We based this reasoning on human beings' limited cognitive resources (Kemps et al., 2008; Lattimore & Maxwell, 2004; Lieder et al., 2018). In this case, negative feelings will drain the cognitive resources available to perform a desired behavior or choice after suffering social exclusion.

In line with this reasoning, previous studies demonstrated how negative emotions could lead people to harm their cognition. For instance, negative emotions affect the functional connectivity of brain regions (Patterson et al., 2016), impairs executive controls (Padmala et al., 2011), and increase cognitive efforts to regulate negative emotional states (Farb et al., 2012).

Even though previous studies explored the impact of social exclusion on people's negative emotions and the effects of social exclusion on cognition separately, we argue that the chain is more complex and is explained by the serial mediation of emotion and its impact on people's cognitions, leading to cheating behaviors. Specifically, when facing a social exclusion situation, there is an increase in negative emotions that impair people's cognitive resources. Further, the negative

impact of emotions on mental resources can prejudice people's subsequent decisions because they have few resources to make good decisions.

To our knowledge, despite some studies in social psychology exploring the effects of social exclusion on negative emotions and its impact on cognitions (Chepenik et al., 2007; Chow et al., 2008; Sjøstad et al., 2021; Huoyin Zhang et al., 2021), there is no one study exploring this relationship in consumer behavior literature, especially in consumer-brand relationships. Based on consumer-brand relationship literature, Aggarwal (2004) postulates that the brand-consumers relationship is similar to the human-human relationship. In this case, we argue that when a brand performs the exclusion, it leads to the same impacts on consumer emotions and cognitions and carries them into undesirable behaviors like in human-human social exclusion.

Some consumer behavior literature explores social exclusion's effects in a brand context. For instance, Lu & Sinha (2017) demonstrated that socially excluded people tend to rely on feelings after being banned. The authors explore a mechanism related to emotions to explain this effect. Also, MacInnis & Folkes (2017) showed that humanized brands could reduce negative feelings of social exclusion. In this case, the authors focused on a mechanism related to affiliation. At last, Mead et al. (2011) showed that excluded people consume products representing an aspirational group to restore a sense of belongingness. Again, the authors use an affiliation mechanism to explain this behavior.

Although previous studies explore social exclusion's effects in consumer behavior literature, the mechanisms are limited to emotions and affiliation. At the same time, little is known about the indirect impact of social exclusion on consumers' intention to use a cheat. We complement previous literature demonstrating a more

complex chain explaining the effects of negative emotions on cognition and how it leads consumers to cheat.

2.3 SOCIAL EXCLUSION AND ITS EFFECTS ON CONSUMERS' CHEATING BEHAVIORS

In recent years, some studies have investigated the effect of social exclusion on immoral behaviors. For instance, social exclusion has led to cheating, stealing, and lying. The impact of ostracism on immoral behaviors is particularly pronounced when the exclusion is based on race or ethnicity. In one study, black and Latino students who were excluded from a group were more likely to cheat on a test than those who were not excluded (Page-Gould et al., 2008). In another study, white students who were made to feel excluded by their peers were more likely to engage in unethical behaviors, such as lying and cheating, than those who did not feel excluded (Kouchaki & Wareham, 2015). These studies can suggest a direct effect of social exclusion on the intention to use a cheat.

However, we argue that the direct effect happens when a person makes the exclusion because the excluded individual sees it as an exclusion performed by someone at the same level. In other words, both are humans, and exclusion's effect is stronger than brand exclusion's. Conversely, the exclusion by the brand has an unbalance in power, creating negative emotions instead leading to direct cheating behavior.

Previous studies support this idea by demonstrating that social exclusion leads to negative emotions and cognitive reduction in different contexts. Moreover, this serial mediation could explain cheating behaviors. For example, social exclusion leads to negative emotions and cognitive decline in online social networks, face-to-

face interactions, and interactions with robots (Covert & Stefanone, 2020). Moreover, social exclusion leads to decreased cognitive resources and impulsive decision-making (Rawat et al., 2022).

These findings suggest that social exclusion can lead to immoral behaviors in consumers and show that the chain that leads the consumer to use cheat can be more complex, first increasing the level of negative emotions, reducing the cognitive resources to finally leading to cheating behavior. The effect is likely since social exclusion leads to feelings of anger and sadness, which can lead to a cognitive reduction. Furthermore, this condition makes it difficult for consumers to perform good choices to maintain their relationships with the brands, which can also lead to immoral behaviors like the use of cheat.

When people feel excluded by others, they may act out in ways that are designed to get attention or to make the other person feel bad. This action is directly engaged in cheating to restore the sense of belongingness. It includes cheating in a relationship, on an exam, or pretending to be someone else giving false information. In addition, excluded people use cheat to get back into the community as quickly as possible, creating a direct effect of social exclusion on cheating under those circumstances (Kouchaki & Wareham, 2015).

Similar to human relationships, people may also feel excluded by brands. It happens when a person cannot afford a specific brand or thinks that a particular brand is not meant for them. In particular, when a company excludes the consumer, it is usually because they have done something to violate their rules or because they do not fit with the brand's segmentation (Wang & Ding, 2017; Ward & Dahl, 2014).

Additionally, when a company excludes consumers, they are typically not given a second chance, whereas, with other people, they may be able to repair the

relationship. In this case, being excluded by a company can have much more severe consequences, such as losing the opportunity to engage in an exclusive community or being blacklisted from future opportunities. Based on this reasoning, we argue that being excluded by a brand leads to regulating negative emotions and cognitive reductions instead of directly cheating.

These emotions (i.e., Anger and Sadness) conduct to cognitive impairment through reduced attention and decreased mental resources because of emotion regulation. As a result, consumers who feel sad or angry are less likely to be able to process information about the brand relationship and are more likely to make impulsive decisions, such as cheating on the brand. Cheating on the brand can take different forms, including switching to a competitor, returning a purchase, or providing false information to the brands (Hyndman & Ozerturk, 2011; Rotman et al., 2018; Viglia et al., 2019; Wirtz & Kum, 2004). Despite the several definitions and types of cheat in literature, we understand cheating as providing false information to the brand. Thus, when we refer to cheating in this study, we are talking about giving false information to the firms.

In this line of reasoning, some researchers explore how social exclusion leads people to conspicuous consumption instead of donating money to charity (Lee & Shrum, 2012). This behavior can be considered a cheat because people avoid helping others when they use money. Nevertheless, to our knowledge, there is a lack of studies in consumer behavior literature exploring social exclusion and its effects on cheating. Also, few studies investigated the impact of a direct brand's exclusion.

Social exclusion is a complex phenomenon, and some factors mediate its effects on consumers, like affiliation mechanisms and negative emotions. Based on this reasoning, we argue that social exclusion leads to negative emotions and

cognitive reduction, which can lead to cheating on the brand in the context of a consumer-brand relationship. Specifically, we propose no direct effect of social exclusion on the intention to use cheat in a consumer-brand relationship scenario. Instead, emotions and cognitive reduction mediate this effect. As argued before, the difference between being excluded by a brand is that it does not permit consumers to have a second chance. At the same time, the brand is an anonymous subject that does not trigger the direct intention to use cheating to be accepted again.

In this case, social exclusion performed by the brand leads to negative emotions such as anger, and sadness, which can lead to cognitive impairment due to emotion regulation and the search for reaffiliation. Cognitive impairment reduces one's focus and ability to think clearly in a subsequent decision. Thus, cognitive decline can lead to cheating against the brand, as the consumer is less able to think critically about the decision to cheat. Specifically, it is difficult to cognitively process that using cheat is a poor decision for them.

To our knowledge, the studies of social exclusion in the consumer behavior literature explored mechanisms related to reaffiliation (Lee & Shrum, 2012; Mourey et al., 2017; Ward & Dahl, 2014) or emotions (Loughran Dommer et al., 2013; Lu & Sinha, 2017; Su et al., 2017), and no one previous study investigated cognitive mechanisms that conduct consumers to cheating behaviors (Buss, 1990; Coyne & Thomas, 2008). Overall, the research exploring the effect of social exclusion on consumer cheating behavior is still in its early stages. We fill this gap by demonstrating how a serial mediation of negative emotions and cognitive impairment affects consumer cheating behavior in a brand relationship scenario.

Based on these literature gaps, we argue that a social exclusion performed by a brand conduct people to cheat against those firms. Essentially, when a person

suffers an exclusion by a brand, they will use cheat (e.g., provide false information, pretend to be another person, offer higher income information) to be accepted again. In the long term, this behavior negatively affects the consumer-brand relationship.

Also, we argue that consumers will engage in this behavior because the social exclusion situation increases negative emotions that lead them to cognitive impairment. With low cognition after the exclusion, they engage in cheating behaviors in a way to regain acceptance by the brand. Formally:

H1: The Effect of social exclusion on consumers' intention to use cheat is mediated by negative emotion and cognitive impairment in a serial mediation

Previous studies demonstrated that social exclusion could lead to negative emotions such as sadness and anger (e.g., Baumeister & Leary, 1995; Williams, 2007). These negative emotions, in turn, can lead to cognitive impairment, such as difficulty concentrating and making good decisions. We propose that the effect of social exclusion on consumers' intention to use cheat is mediated by these two mechanisms in a serial mediation.

In particular, we expect that social exclusion will lead to negative emotions and cognitive impairment. These cognitive impairments will then increase the likelihood of consumers using a cheat. Therefore, we believe this is a necessary process to study because it can help us understand how social exclusion can lead to cheating behavior toward brands and affect long-term relationships.

2.4 MODERATION ROLE OF EXCLUSION PERSONIFICATION

Previous literature on social exclusion revealed that companies use two main types of brand exclusion to target specific audiences: explicit and implicit. Explicit

brand exclusion is when a company deliberately excludes particular consumers and appeals to a specific target audience (Wang & Ding, 2017; Ward & Dahl, 2014). For example, when Abercrombie's CEO announces that do not want to sell clothes to fat people (Krashinsky, 2013). In this case, this kind of announcement is a clearly explicit exclusion situation because it is directed against specific consumers.

Implicit brand exclusion, on the other hand, is when a company does not deliberately exclude any consumer from its audience, but its target audience can still infer which consumers the company is excluding. For example, a company that does not sells organic food may not explicitly exclude health-conscious consumers. However, the consumers will still be able to infer that these fast food brands have exclusive products. Another example is when the banks exclude consumers from holding their accounts in the bank because of low income, there are no apparent motives regarding the exclusion, but the excluded consumers can feel an implicit exclusion by the bank.

There are several reasons why companies may choose to use explicit or implicit brand exclusion in their marketing strategies. One reason is that explicit brand exclusion can more effectively reach a target audience (Wang & Ding, 2017). When a company explicitly excludes certain consumers, it sends a clear message to its target audience that it is not interested in appealing to undesired consumers (Ward & Dahl, 2014). It can be especially effective if the target audience has a negative opinion of the excluded consumers. Also, explicit brand exclusion can differentiate a company's products from its competitors. When a company excludes some consumers, its products appear unique and exclusive (Biçakcioğlu et al., 2017; Wan et al., 2014).

Implicit brand exclusion can be more effective in reaching a wider audience because, different from explicit exclusion, the consumers process if they are or are not excluded from the brand. Therefore, when a company uses implicit exclusion, it is not limiting its potential customer base to only those interested in the brand but to all people that have not felt excluded (Lee & Chiou, 2013). Further, companies may use implicit exclusion to create a sense of exclusivity around the company's products. For example, be an exclusive member of the brand community, or use a different class of products (Fernández-Olit et al., 2018; Guo et al., 2020; Ward & Dahl, 2014).

When a company's target audience infers that certain brands are not part of the general public's day-to-day brands, they may view the company's products as more exclusive and desirable, which happens with Apple's products and the obsolescence strategy used by the company (Batat, 2019). Finally, implicit brand exclusion can also be used to build brand equity when a company's target audience may view the company as more selective and discerning, which can lead to a positive association with the brand (Wang & Ding, 2017; Ward & Dahl, 2014).

However, even though previous literature on consumer behavior explored some effects of explicit versus implicit exclusion, there is a specific form that brands can make it. For instance, in the case of Abercrombie mentioned above, the CEO made the explicit exclusion face-to-face. In this case, the exclusion is personified in one individual. Conversely, in the case of Apple's exclusion through programmed obsolescence, there is no responsible person for exclusion. It is just the "Apple Exclusion."

In this research, we will explore those differences and how the brands can attenuate the effects of social exclusion using a general exclusion method rather than face-to-face exclusion made by an individual that makes the brand personified. Face-

to-face exclusion has been shown to have several adverse effects on consumer behavior. For instance, in the case of social exclusion, the impact of face-to-face interaction can lead to more challenging cognitive processing of exclusion and prejudice subsequent decision (Redcay et al., 2010).

Overall, the effects of brand face-to-face exclusion on consumer behavior are mainly adverse. It is likely because exclusion from face-to-face interactions makes it more difficult for consumers to form a personal connection, learn about the firm, or develop a positive attitude toward a brand (Challands et al., 2017; Kim, 2017; Van Zant & Kray, 2014). As a result, companies should avoid excluding consumers in a face-to-face exclusion by an individual representing the brands and could inform them in a general exclusionary message.

Based on this reasoning, the face to face exclusion is more harmful to people because they can identify who is excluding them and direct the negative emotions to a target (Maner et al., 2007). We argue that when the brands personified the social exclusion, using a person to inform about the exclusion (e.g., the CEO, Marketing manager) leads consumers to cheat to be accepted by the brand. Because different from a general exclusion message, people will try to regain the social connection as fast as possible, and their first reaction is cheating on the brand.

It is a well-known fact that people tend to provide false information to be accepted after social exclusion (Kiat et al., 2017; Lander, 2015; Poon et al., 2013). As we argued earlier, social exclusion threatens people's belongingness, and being excluded by a brand can trigger the intention to cheat to be accepted. There are various reasons why people do this, but the most common one is that they want to fit in and be accepted by others (Poon et al., 2013).

Sometimes, people may provide false information to be accepted into a particular group or social circle. For example, someone may pretend to be interested in the same things as the people in the group to be accepted. In other cases, people may provide false information to avoid rejection. Whatever the reason, it is clear that giving incorrect information to be accepted is a common phenomenon (Hasegawa, 2019; Poon et al., 2013).

When people are excluded, they often feel rejected and worthless. As a result, they may try to compensate for these negative feelings by seeking acceptance from others (Bernstein et al., 2010; Lerche et al., 2021). It may be due to a lack of self-confidence or a fear of rejection. At the same time, how the exclusion is informed to people (e.g., face-to-face or general exclusion) can affect their intentions to provide false information (Adams & Tyler, 2020; Schaafsma et al., 2015). However, how face-to-face (versus a general) exclusion affects people's subsequent behaviors in consumer behavior literature is still not fully understood.

Based on this reasoning, we argue that face-to-face exclusion, through brand personification by an individual, leads people to engage in more cheating behaviors. It happens because consumers direct the fact of being excluded by the brand to one person and will use cheat to try to restore the inclusion by the brand. In other words, being excluded by an identifiable person representing the brand will increase the intention to use cheating as a tentative to regain acceptance.

Previous studies demonstrated that social exclusion leads people to think instantly to solve the exclusion threat (Baumeister et al., 2005, 2007). A way to directly solve the issue of social exclusion is to provide false information – cheating – to be accepted again. However, we argue that the direct effect of social exclusion on the intention to use cheat happens just when the exclusion is performed by an

individual representing the brand. Moreover, how excluded people want to solve the issue of exclusion instantly, the moderation is on the direct effect and does not impact the conditional effect. Specifically:

H2: When the exclusion is performed by a person (vs. general exclusion), people will have greater intention to use cheat to regain social acceptance by the brand.

To cope with the feelings of social exclusion, people may turn to cheating to regain social acceptance. Moreover, as the exclusion was performed by a person representing the brand, consumers may cheat to feel better about themselves and to fit in with a certain group that makes them included again. Note that this effect happens just on direct effect because people tend to regain social acceptance instantly, and face-to-face exclusion increases the necessity of being accepted.

There are several reasons why people may be more likely to cheat when the exclusion is performed by a person, as opposed to a general exclusion. First, when another individual excludes a person, they may feel they are specifically targeted, increasing the intention to cheat (Hong Zhang et al., 2019). Second, people may think they must prove something to the person who excluded them. Third, they may need to show that they are just as good as anyone else (Dong & Zhong, 2017; Poon et al., 2013; Rotman et al., 2018).

Finally, people may cheat to gain social acceptance from the brand. Brands are often seen as being exclusive and difficult to obtain. Consumers may feel like they are not good enough for the brand when they are excluded. Cheating can be a

way for people to feel like they are part of the brand and to be accepted by it again (Wang & Ding, 2017; Ward & Dahl, 2014).

2.5 ALTERNATIVE MECHANISMS

In this section, we explore some alternative mechanisms that could explain the effect of social exclusion on consumers' intention to use the cheat.

2.5.1 Social Anxiety

According to the Anxiety and Depression Association of America, social anxiety disorder (SAD) is the third most common mental disorder in the United States, affecting 40 million adults (19.1% of the population) (ADAA, 2022). SAD is characterized by a fear of social situations where one may feel scrutinized, judged, or embarrassed. This fear can lead to avoidance of social situations, leading to isolation and a decreased quality of life (Becker, 2018; Morrison & Heimberg, 2013; Stein & Stein, 2008).

Many factors can contribute to the development of SAD, including genetics, brain chemistry, and life experiences. For example, people with a family member with SAD are more likely to develop the disorder themselves (Chavira et al., 2007). Additionally, people with SAD may have a different balance of neurotransmitters in their brains, affecting their ability to regulate emotions (Marazziti et al., 2015). Finally, negative experiences in social situations (such as being bullied, ridiculed, or excluded) can develop SAD (Heeren et al., 2017; Pontillo et al., 2019).

We argued that social exclusion could negatively affect mental health and prejudice people's subsequent behavior, but the mechanisms by which this occurs are not well understood. Some studies in social exclusion theory revealed that social anxiety is one potential outcome of social exclusion, which could affect people's

behavior explaining why they engage in cheating (Heeren et al., 2017; Zvolinski, 2012).

For instance, previous studies demonstrated that social exclusion affects the level of progesterone, increasing the levels of anxiety (Maner et al., 2010), and the anxiety triggered by peer rejection increases anxiety levels, leading to risky behaviors (Nesdale & Lambert, 2008). In addition, previous literature suggests that anxiety is an alternative mechanism that can explain why people engage in cheating behavior after being excluded. In sum, they do it to cope with the exclusion situation, and use cheat is a manner they find to restore a sense of belongingness and reduce anxiety levels. Despite previous studies showing the effects of social exclusion on social anxiety, we argue that social anxiety is triggered just by peer interactions because the exclusion in social groups is stronger for people (Bolling et al., 2016; Plenty & Jonsson, 2017). Conversely, brand exclusion does not trigger anxiety because people are used to being excluded from brands, like the exclusion performed by Louis Vuitton or Ferrari due to their age, income, or location. In addition, consumers are typically unaware of the exclusion until after it has happened. It means they are not anxious about the possibility of being excluded beforehand. Finally, even if people are aware of the exclusion, they may not care about it. They may not feel that the brand represents them or their values, and therefore they may not feel any need to be included in it, different from being excluded by peers (Aggarwal, 2004).

As we argued, some research in social exclusion literature demonstrated that sadness and anger are the most common emotions triggered after social exclusion (Williams & Nida, 2022). Thus we expect that anxiety will not mediate the effect of social exclusion on the intention to cheat.

2.5.2 Denial

When people do not accept that the brand excluded them, they engage in denial as a way to regulate negative outcomes, which could lead to increasing intentions to use a cheat.

Previous studies demonstrated that denial is a defense mechanism in which a person is faced with a fact that is too uncomfortable to accept and rejects it instead, insisting that it is not true despite what may be overwhelming evidence. Denial is considered one of the most primitive defense mechanisms because it is characteristic of early childhood development (Settineri et al., 2019). However, there is evidence that denial can sometimes be an effective defense mechanism. For example, previous studies have shown that people confronted with information about their mortality are more likely to deny the reality of their situation if they are in denial about another issue in their life (Akhtar, 2010).

However, denial can also have negative consequences. For example, people who deny the reality of climate change are less likely to take steps to reduce their carbon footprint. In addition, denial can lead to feelings of isolation and loneliness, as well as anxiety and depression (Baumeister et al., 1998; Douglas, 2020; Ramanaiah et al., 1977). In this case, we argue that denial can be a mechanism people use to avoid the adverse effects of social exclusion. We argue that people can use denial to cope with a brand's exclusion.

Based on this reasoning, being excluded by a brand can trigger denial that could lead people to engage in cheating behavior to attenuate the negative feelings of social exclusion. Specifically, people in denial can provide false information because they neglect the fact that they were excluded and expect to be accepted by the brand again when providing false information. In this study, we test this possible alternative mechanism.

2.5.3 Brand Fairness

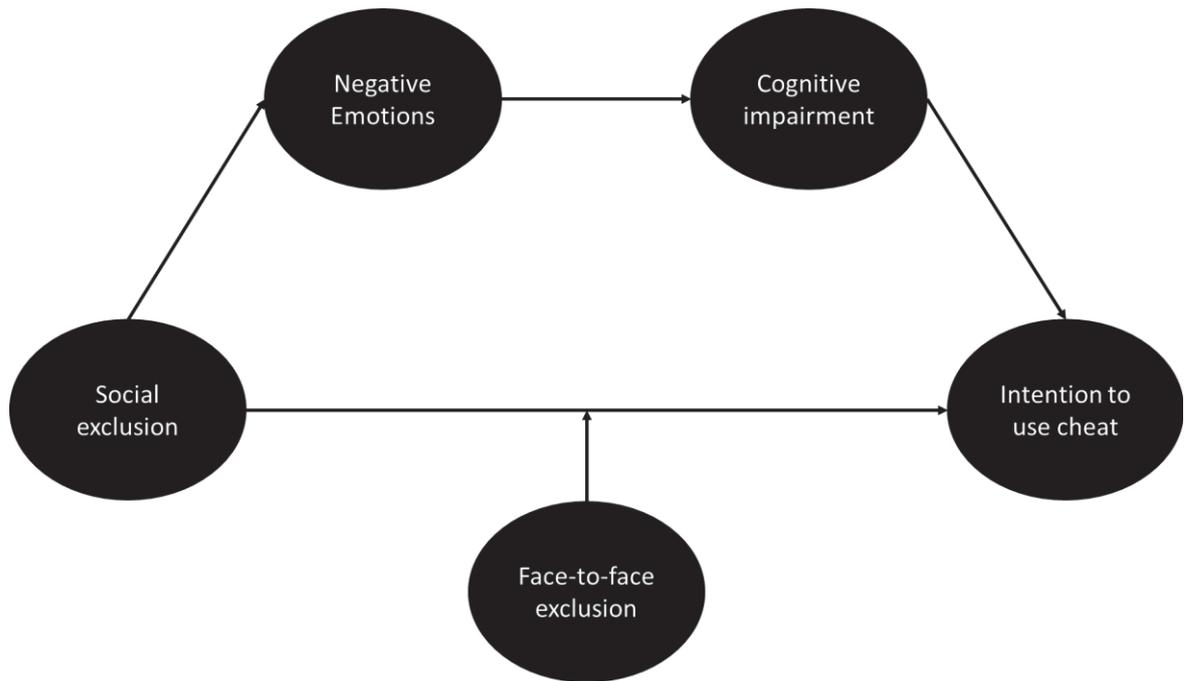
A brand perceived as fair by its consumers is more likely to be successful than one that is not. Several factors contribute to an increase in the perceptions of fairness in brands. The most important of these is the way the brand treats its customers. For example, a brand known for providing good customer service and creating trust in its products is more likely to be perceived as fair than one that does not (Aggarwal & Larrick, 2012; Ting, 2013).

Another important factor is the way the brand prices its products. A brand perceived as charging fair prices is more likely to be successful than one with higher prices than its rivals (Kwak et al., 2015). Furthermore, how the brand communicates with its consumers is also meaningful in increasing perceived fairness. A brand that is open and honest in its communications is more likely to be perceived as fair than one that is not (Tong & Su, 2022).

A brand perceived as fair by its consumers is more likely to be successful than one that is not, especially in maintaining long-term relationships with consumers. In addition, we argue that when consumers perceive the brand as unfair, they can take a license to act unfairly against it, using cheat to be accepted by the brand. Because of these reasons, we trust that perceived fairness can mediate the effect of social exclusion on the intention to use a cheat. In sum, low levels of perceived fairness could mediate the effect.

After developing our research hypotheses, we demonstrate our research model.

Figure 1. Research model



3 OVERVIEW OF STUDIES

We test the research model by performing four studies. In study 1a, we used Louis Vuitton to manipulate exclusion in a selection process for a brand community. This study supports our hypothesis 1 and rules out an alternative explanation to our model. The level of anxiety people has after social exclusion. In the second study, we perform an experiment using the same method to exclude people. However, we changed the brand. Previous studies demonstrated that exclusive brands could lead to different social exclusion outcomes, which could affect emotions and their effects on cognition because an exclusive brand is expected to perform more social exclusion (Ward & Dahl, 2014).

Thus, in study 1b we manipulate the social exclusion performed by Coca-cola. Also, we tested denial as an alternative mechanism after social exclusion. In study 1c, we changed the manner people were excluded. In this case, we excluded consumers by sending a fake email informing them about the exclusion. In this study, we also changed the brand and asked them to tell us what their favorite smartphone brand was to improve our research's external validity. We also tested an alternative mechanism that could explain why people use the cheat. We tested perceived fairness as a mediator. The results of studies 1a, 1b, and 1 c supported our H1 and replicated the findings, and no one alternative mechanisms mediated the effect.

Finally, in study 2 we changed the brand to manipulate the exclusion and used Nike to exclude consumers. In this study, we manipulated the type of exclusion and inserted an image in the manipulation to test the effects of exclusion performed by an individual representing the brand to test our H2. The results of this study replicated the effects of study 1 and supported our H2 by demonstrating that in face-to-face exclusion, consumers have a higher intention to cheat.

4 STUDY 1A

The first objective of this study is to support the H1 demonstrating that social exclusion (versus inclusion) increases people's negative emotions, leading to cognitive impairment and resulting in the intention to cheat against the brand. The second objective of this study is to test an alternative mechanism that explains our proposed relationship, the level of social anxiety.

4.1 METHOD

Participants and Design. A total of 163 members of MTurk (50 % male; Mage = 37.26, SDage = 11.61) participated in this study in exchange for payment. The design employed was a single factor with two conditions (Social exclusion vs. Social Inclusion) in a between-subjects design.

Procedure. Mturkers were informed that they would participate in a study to test a new consumer selection process to enter a new brand Community. They were told that Louis Vuitton was the brand testing this new method. At the beginning of the study, we informed the participants about the brand's objective: choose the best partners to join the brand Community.

Following the study, we asked participants to inform their ages and asked them to answer some questions about their personalities. "*I am reserved*"; "*I am generally trusting*"; "*I am relaxed, handle stress well*"; "*I have few artistic interests*"; "*I get nervous easily*." We informed the participants that the questions could provide crucial information to the brand about them, and we told them that the information was used to test their fit with the brand community.

Next, we informed the participants that the brand's employees would use the information to generate their scores to know if they were accepted (or excluded) to enter the brand Community. In the end, we randomly show feedback to the participant, informing them about their exclusion or inclusion join the Community.

Finally, we justified that the brand could not accept them entering the Community based on their information.

After receiving the feedback of exclusion (or inclusion), the participants answered the questions related to their willingness to use cheating to be accepted by the brand community; *"I would change my profile information to increase my chances to be accepted by Louis Vuitton"*; *"I would provide some unreal information if it increases my chance of being accepted by Louis Vuitton"*; *"I would artificially increase my status to increase my chances to be accepted by Louis Vuitton"*; *"I would pretend to be another person to increase my chances to be accepted by Louis Vuitton"* $\alpha = 0.911$.

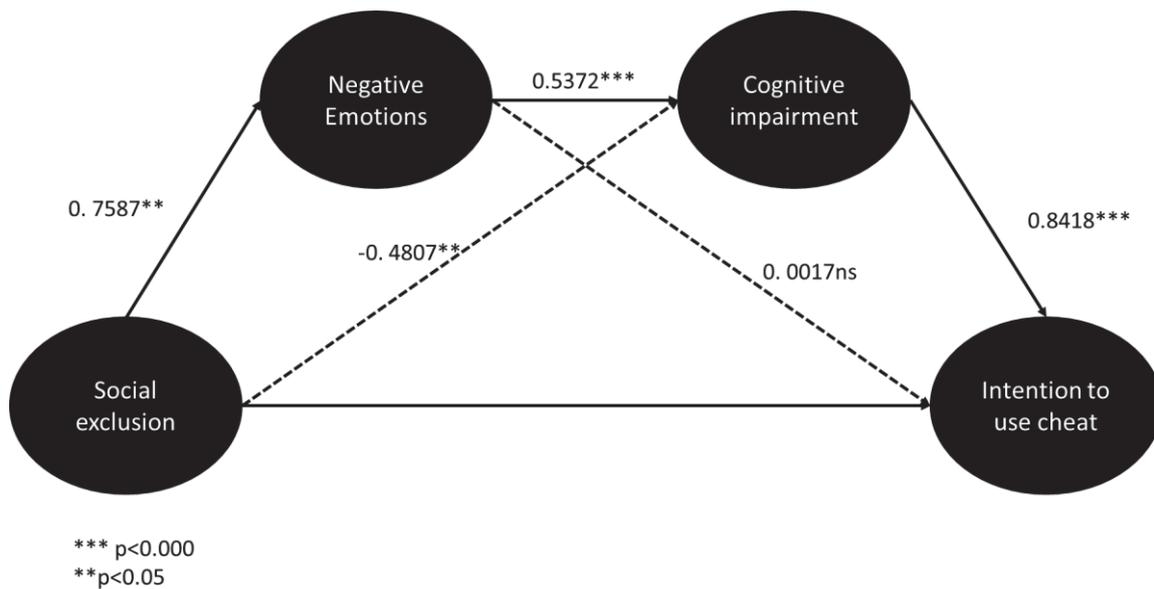
In the next step, participants answered the scale of negative emotions "I felt sadness" and "I felt anger" $\alpha = 0.865$; the Cognitive impairment scale adapted from (Johansson et al., 2010) *"My Mind is fatigued right now"*; *"I need to make more mental effort as before the choice"*; *"I think I have to take a break or do something to recharge my mind"*; *"I became fatigued until this point of research, and I have less motivation to finish it"* $\alpha = 0.908$. The anxiety scale adapted from (Bolanowski, 2005) *"I'm Anxious regarding my situation with Louis Vuitton"*; *"I'm Anxious now, being the center of attention"*; *"I'm anxiously expressing a disagreement with the result of Louis Vuitton's decision, made by people I do not know very well"*; *"I think I will be Anxious about my future interactions with new brands"*; *"I Will be anxious searching for new brands"*; *"I'm Anxious now, resisting a high-pressure because of my situation with Louis Vuitton"* $\alpha = 0.938$. At last, participants answered the manipulation check, demographic, and control questions.

4.2 RESULTS

Manipulation check. To check exclusion manipulation, we create an index $\alpha = 0.876$. As expected, participants in the exclusion condition felt more rejected and excluded compared with people in the inclusion condition ($M_{\text{exclusion}} = 5.34, \text{sd} = 1.30$; $M_{\text{inclusion}} = 4.25, \text{sd} = 2.06$; $p = .000$);

Serial mediation of negative emotions and cognitive impairment. To test our hypothesis 1, we run the analysis on SPSS using the Hayes process model 6 with 10000 bootstrapping samples. We coded social exclusion as 1 and social inclusion as 0. The results are shown in figure 2.

Figure 2. Conditional effects study 1a



The total effect in the model was not significant (Effect = $-.1707$; $se = .2543$; $p = .5029$). The direct effect was not significant (Effect = $-.1105$; $se = .1384$; $p = .4258$). The serial mediation of negative emotions and cognitive impairment was significant (Effect = $.3431$; $se = .1431$; $LLCI = .0699$, $ULCI = .6288$). The R^2 of the outcome variable in this study was 72.87.

There is an indirect effect of cognitive impairment on the intention to use cheat. However, there is no support in theory for this mediation. Furthermore, the

analysis of the means demonstrated that social exclusion does not create more cognitive impairment in consumers. Cognitive impairment mean ($M_{\text{exclusion}} = 4.89, \text{sd} = 1.57; M_{\text{inclusion}} = 4.96, \text{sd} = 1.70; p = .777$); Different from emotions, that means analysis demonstrated that social exclusion create more negative emotions. Negative emotion means ($M_{\text{exclusion}} = 4.82, \text{sd} = 1.67; M_{\text{inclusion}} = 4.06, \text{sd} = 2.23; p = .016$);

Alternative mediation of anxiety. To test the alternative mediation of anxiety in our model, we used the Hayes process model number 4 with 10000 bootstrapping samples. The total effect in the model was (Effect = $-.1707; \text{se} = .2543; p = .5029$), direct effect (Effect = $-.1509; \text{se} = .11544; p = .3299$), the mediation of anxiety (Effect = $-.0198; \text{se} = .2008; \text{LLCI} = -.4137, \text{ULCI} = .3650$). The results demonstrated that all effect was not significant in the model.

Other measures tests. We also tested other control variables that could affect our results. However, no one measure had significant differences between the groups. I don't really care about my relationships with brands ($M_{\text{exclusion}} = 5.12, \text{sd} = 1.32; M_{\text{inclusion}} = 4.80, \text{sd} = 1.97; p = .231$); I had a previous relationship with Louis Vuitton ($M_{\text{exclusion}} = 4.93, \text{sd} = 1.68; M_{\text{inclusion}} = 5.07, \text{sd} = 1.91; p = .635$); The research scenario was realistic ($M_{\text{exclusion}} = 5.18, \text{sd} = 1.63; M_{\text{inclusion}} = 5.51, \text{sd} = 1.54; p = .185$); The survey was difficult ($M_{\text{exclusion}} = 4.68, \text{sd} = 1.87; M_{\text{inclusion}} = 4.36, \text{sd} = 2.16; p = .307$).

4.3 DISCUSSION

The results of this study support our idea that social exclusion leads people to feel more negative emotions that lead them to cognitive impairment, increasing the intention to use cheat to be accepted by the brand. At the same time, the test of anxiety as an alternative explanation demonstrated that our initial idea of sadness

and anger causing an impairment was correct. A time-related exclusion triggers anxiety. Also, an exclusion performed by a peer tends to trigger high levels of anxiety and not an exclusion by a brand. In this case, the anxiety does not affect the intention to use the cheat.

This study provides evidence that the chain to the use of cheat is more complex and involves a high level of negative emotions that decrease cognitive impairment. However, when literature on consumer behavior explores social exclusion in a brand context, previous studies demonstrated that social exclusion affects people's behavior just when the brand is aspirational (Ward & Dahl, 2014). In this case, using Louis Vuitton in our first study could lead to a strong effect of social exclusion because luxury brands are exclusive in general, which can result in higher negative emotions. To solve this issue, in the following study, we replicated study 1a, using a more traditional and nonexclusive brand.

STUDY 1 B

The objective of this study is twofold. First, we want to replicate the effect found in study 1a using another brand that is not a luxury brand. Previous studies demonstrated that luxury brands could affect people's behavior when a brand excludes them. Ward & Dahl (2014) revealed that when an aspirational brand excludes people, they feel a desire to connect to the brand. In this line of reasoning, Louis Vuitton, in our first study, can influence how people process the information about their exclusion, leading to greater aspiration and desire, not negative emotions. Based on this reasoning, we performed the same manipulation in this study as in study 1a. However, we used Coca-Cola to manipulate the exclusion.

The second objective of this study is to test another alternative mechanism that can explain why people have a greater intention to use a cheat to be accepted by the brand after being excluded. In this case, one mechanism that could explain it is denial.

4.4 METHOD

Participants and Design. A total of 215 members of MTurk (55,8 % male; Mage = 38, SDage = 12.26) participated in this study in exchange for payment. The design employed was a single factor with two conditions (Social exclusion vs. Social Inclusion) in a between-subjects design.

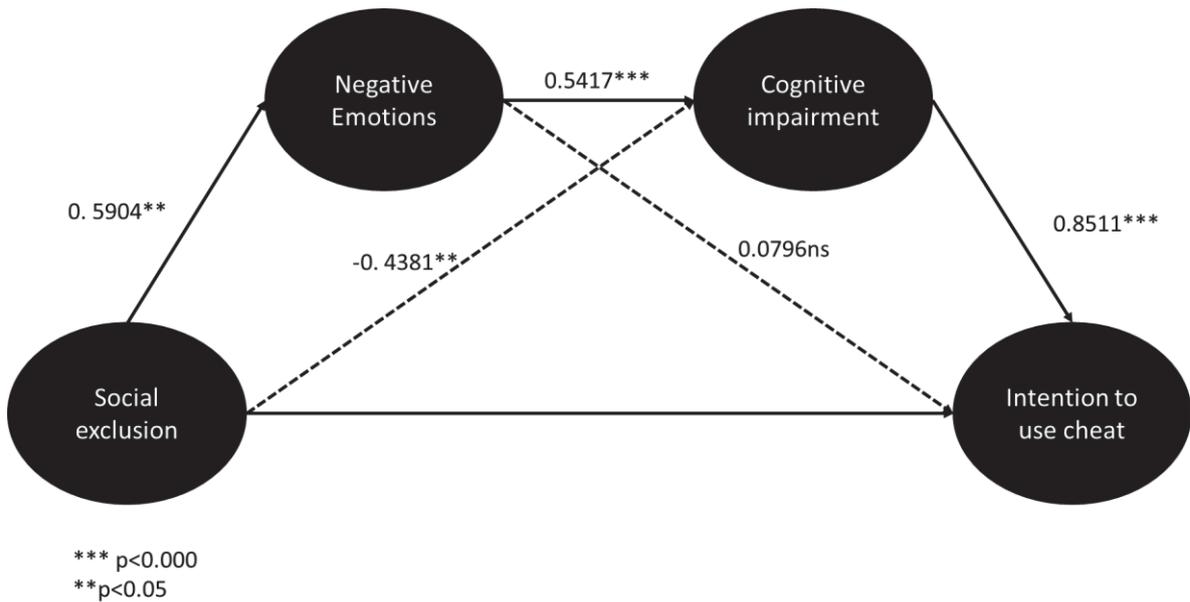
Procedure. The procedure employed in this study was similar to the one used in study 1a. The difference is that in this study, we used Coca-Cola to manipulate social exclusion. After receiving the feedback on social exclusion (vs inclusion), participants answered the scale of intention to use cheat $\alpha = .945$; Negative emotions scale $\alpha = .871$; Cognitive impairment scale $\alpha = .928$ as in study 1.

Next, participants answered the Denial Scale “*On occasion, I have had doubts about my ability to succeed in life.*”; “*I sometimes feel resentful when I don’t get my way*”; “*If I could get into a movie without paying and be sure I was not seen. I would probably do it*”; “*On a few occasions, I have given up doing something because I thought too little of my ability*”; “*There have been times when I felt like rebelling against people in authority even though I knew they were right.*”; “*I sometimes try to get even, rather than forgive and forget*”; “*At times I have really insisted on having things my way*”; “*In this research, I felt like smashing things*” adapted from (Ramanaiah et al., 1977) $\alpha = .932$. At last, Mturkers answered the demographic and control questions.

4.5 RESULTS

Manipulation check. To check exclusion manipulation, we create an index $\alpha = 0.787$. As expected, participants in the exclusion condition felt more rejected and excluded compared with people in the inclusion condition ($M_{\text{exclusion}} = 5.30, sd = 1.25$; $M_{\text{inclusion}} = 3.91, sd = 1.96$; $p = .000$);

Serial mediation of negative emotions and cognitive impairment. To test our hypothesis 1, we run the analysis on SPSS using the Hayes process model 6 with 10000 bootstrapping samples. We coded social exclusion as 1 and social inclusion as 0. The results are shown in figure 3.

Figure 3. Conditional effects study 1b

The total effect in the model was not significant (Effect = $-.0187$; se = $.2577$; $p = .9423$). The direct effect was not significant (Effect = $.0350$; se = $.1409$; $p = .8040$). The serial mediation of negative emotions and cognitive impairment was significant (Effect = $.2722$; se = $.1431$; LLCI = $.0411$, ULCI = $.5332$). The R^2 in the outcome variable was 71,73%.

There is an indirect effect of cognitive impairment on the intention to use cheat. However, there is no support in theory for this mediation. Furthermore, the analysis of the means demonstrated that social exclusion does not create more cognitive impairment in consumers. Cognitive impairment mean ($M_{\text{exclusion}} = 4.40$, sd = 1.41 ; $M_{\text{inclusion}} = 4.52$, sd = 1.82 ; $p = .625$); Different from emotions, that means analysis demonstrated that social exclusion create more negative emotions. Negative emotion means ($M_{\text{exclusion}} = 4.32$, sd = 1.74 ; $M_{\text{inclusion}} = 3.73$, sd = 2.04 ; $p = .024$);

Alternative mediation of Denial. To test the alternative mediation of denial in our model, we used the Hayes process model number 4 with 10000 bootstrapping samples. The total effect in the model was (Effect = $-.0187$; se = $.2577$; $p = .9423$),

direct effect (Effect = $-.1377$; $se = .1521$; $p = .3663$), the mediation of denial (Effect = $.1190$; $se = .2073$; LLCI = $-.2801$, ULCI = $.5290$). The results demonstrated that all effect was not significant in the model.

Other measures tests. We also tested other control variables that could affect our results. However, no one measure had significant differences between the groups. I had a previous relationship with Coca-Cola ($M_{\text{exclusion}} = 4.74, sd = 1.74$; $M_{\text{inclusion}} = 4.83, sd = 1.86$; $p = .712$); The research scenario was realistic ($M_{\text{exclusion}} = 5.19, sd = 1.53$; $M_{\text{inclusion}} = 5.19, sd = 1.53$; $p = .122$); The survey was difficult ($M_{\text{exclusion}} = 4.08, sd = 2.00$; $M_{\text{inclusion}} = 4.20, sd = 2.10$; $p = .664$).

4.6 DISCUSSION

This study provides evidence that social exclusion increases people's negative emotions, leading to cognitive impairment and higher intention to use cheat to be accepted by the brand. These findings replicate the effects found in study 1a. Furthermore, this study uses a familiar brand to demonstrate that social exclusion conducts people to this behavior. Compared with Louis Vuitton, Coca-Cola is a more traditional and accessible brand that is not an exclusive brand. It demonstrated that the effect of social exclusion does not depend on luxury brands.

Further, this study rules out another alternative explanation for the effects of social exclusion on intentions to use a cheat. Previous studies demonstrated that denial is how people cope with negative emotions. At the same time, it can lead people to isolation and loneliness. We argued that consumers could be in denial after knowing about the exclusion they suffered from a brand. And to restore the loneliness triggered by social exclusion, the denial could lead them to use cheat.

However, the results demonstrated that denial does not mediate the effect of social exclusion on consumers' intention to use cheat to be accepted by the brand. This result rules out this alternative explanation and reinforces our reasoning about the serial mediation of negative emotions and cognitive impairment. In this case, the denial is related to the consumer's characteristics to cope with social exclusion. Maybe, a variable related to the company can affect consumers' perceptions about social exclusion and mediate the effect of social exclusion on consumer choices.

Specifically, previous studies in brand relationship literature shed light on perceived fairness as a possible alternative mechanism. Fairness can affect how consumers perceive the exclusion and have more or less intention to use a cheat to be accepted again. In this case, in the following study, we explore the role of fairness as a possible mediator to explain the effects of social exclusion.

5 STUDY 1C

This study has several objectives. First, we intend to replicate the findings of studies 1a and 1b using a new manner to manipulate social exclusion. In the previous studies, we informed people that the brand wanted to select consumers to enter a new Community. In this study, the exclusion was performed directly by a fictitious email sent by the brand.

Second, in this study, we changed the brand again. In previous studies, we informed people about what was the brand that performed the exclusion (Study 1a Louis Vuitton, study 1b Coca-Cola). In this study, we asked participants to choose their favorite smartphone brand and informed them about exclusion (vs. Inclusion) made by their favorite smartphone brand.

Third, we tested a new mechanism that could mediate the effect of social exclusion on consumers' intention to use cheat to be accepted, the perceived fairness.

5.1 METHOD

Participants and Design. A total of 137 members of MTurk (48,28 % male; Mage = 39.59, SDage = 12.94) participated in this study in exchange for payment. The design employed was a single factor with two conditions (Social exclusion vs. Social Inclusion) in a between-subjects design.

Procedure. At the beginning of the study, we informed participants that we wanted to know some general consumption habits related to the use of smartphones. Then, we asked them to write about their favorite smartphone brand and why that brand is so special. Finally, to people in the exclusion condition, we asked them to imagine they receive an email as follows:

Hello dear customer, I come on behalf of our company to warn you that we will no longer sell our products to customers with the same profile as yours. Our target audience has changed; from now on, we will only focus on customers with more to do with our company. You are not part of these customers.

Sincerely, Marketing Manager

The participants in the inclusion condition read an email informing them that the brand included them:

Hello dear customer, I come on behalf of our company to warn you that we will focus on selling our products just to customers with the same profile as yours. Our target audience has changed, and from now on, we will only focus on customers that have more to do with our company. And you are part of these customers.

Sincerely, Marketing Manager

After reading this fake email, we asked them to write their feelings about the exclusion scenario. Next, they answered the scale of intention to use cheat $\alpha = .948$; Negative emotions scale $\alpha = .863$; Cognitive impairment scale $\alpha = .939$ as in previous studies.

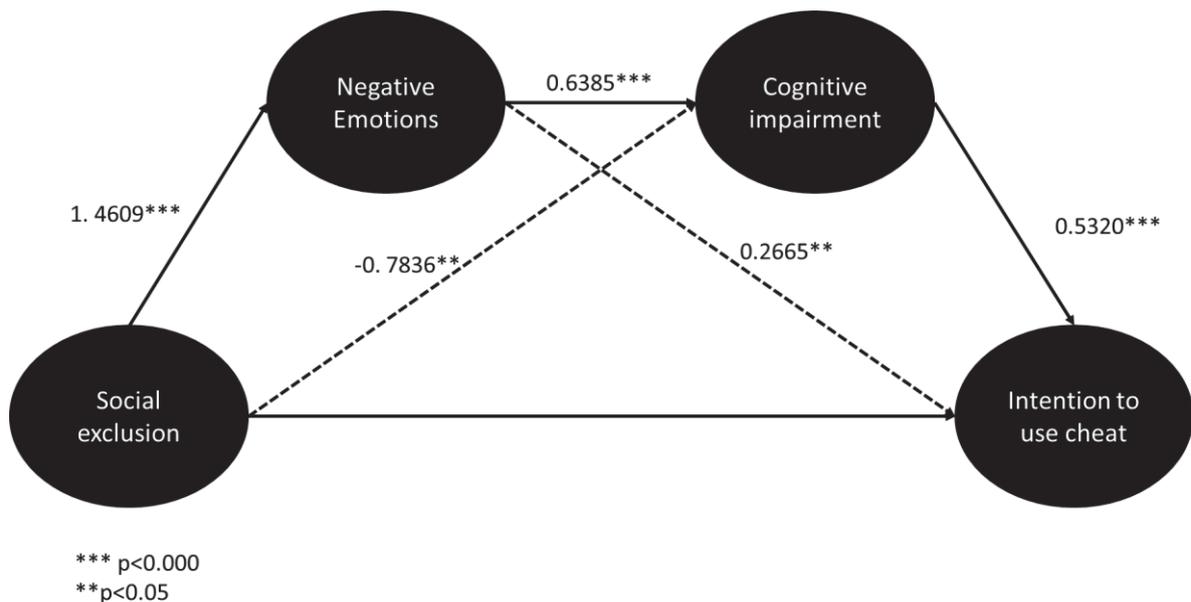
Next, participants answered the fairness Scale *“The smartphone brand staff help all customers get the outcomes they need without favoring any one group”*; *“The smartphone brand staff produce desired results for all customers without bias of any kind”*; *“The smartphone brand staff deliver good outcomes for all customers regardless of who they are”*; *“In general, the smartphone brand staff deliver reasonable results for all customer”*; *“I can get the same outcomes as others do”*; adapted from (Ting, 2013) $\alpha = .951$. At last, Mturkers answered the demographic and control questions.

5.2 RESULTS

Manipulation check. To check exclusion manipulation, we create an index $\alpha = 0.899$. As expected, participants in the exclusion condition felt more rejected and excluded compared with people in the inclusion condition ($M_{\text{exclusion}} = 5.20, \text{sd} = 1.83$; $M_{\text{inclusion}} = 3.29, \text{sd} = 1.89$; $p = .000$);

Serial mediation of negative emotions and cognitive impairment. To test our hypothesis 1, we run the analysis on SPSS using the Hayes process model 6 with 10000 bootstrapping samples. We coded social exclusion as 1 and social inclusion as 0. The results are shown in figure 4.

Figure 4. Conditional effects study 1c



The total effect in the model was not significant (Effect = .0860; se = .3551; $p = .8090$). The direct effect was not significant (Effect = -.3828; se = .2892; $p = .1879$). The serial mediation of negative emotions and cognitive impairment was significant (Effect = .4963; se = .1760; LLCI = .2028, ULCI = .8879). The R^2 in the outcome variable was 46,27%.

There is an indirect effect of cognitive impairment on the intention to use cheat. However, there is no support in theory for this mediation. Furthermore, the analysis of the means demonstrated that social exclusion does not create more cognitive impairment in consumers. Cognitive impairment mean ($M_{\text{exclusion}} = 3.71, \text{sd} = 1.92$; $M_{\text{inclusion}} = 3.56, \text{sd} = 1.92$; $p = .651$); Different from emotions, that means analysis demonstrated that social exclusion create more negative emotions. Negative emotion means ($M_{\text{exclusion}} = 4.46, \text{sd} = 1.83$; $M_{\text{inclusion}} = 3.00, \text{sd} = 2.00$; $p = .000$);

Alternative mediation of fairness. To test the alternative mediation of fairness in our model, we used the Hayes process model number 4 with 10000 bootstrapping samples. The total effect in the model was (Effect = .0860; se = .3551, $p = .8090$), direct effect (Effect = .2401; se = .3228; $p = .4583$), the mediation of fairness (Effect = -.1541; se = .1605; LLCI = -.4863, ULCI = .1515). The results demonstrated that all effect was not significant in the model.

Other measures tests. We also tested other control variables that could affect our results. However, no one measure had significant differences between the groups. Whose fault is it? ($M_{\text{exclusion}} = 3.18, \text{sd} = 2.16$; $M_{\text{inclusion}} = 3.69, \text{sd} = 2.05$; $p = .159$); The research scenario was realistic ($M_{\text{exclusion}} = 4.39, \text{sd} = 1.97$; $M_{\text{inclusion}} = 4.26, \text{sd} = 2.16$; $p = .715$); The survey was difficult ($M_{\text{exclusion}} = 3.34, \text{sd} = 2.15$; $M_{\text{inclusion}} = 3.26, \text{sd} = 2.21$; $p = .824$).

5.3 DISCUSSION

This study provides more evidence that social exclusion affects negative emotions, leading to cognitive impairment and increasing the willingness to use cheat. In this case, we performed a new manipulation replicating the effects of

studies 1a and 1b. It supports the idea that social exclusion conducts people to use cheating, and a more complex chain leads to it.

Further, with the results of this study, we can rule out an alternative explanation, the perceived brand's fairness. We argued that when the brand is perceived as unfair to the consumer, it can lead them to think they have a license to have immoral behaviors toward the brand. However, the results rule out this explanation, and the perceived fairness did not mediate the effect of social exclusion on cheating behavior.

The results in study 1c were consistent with our previous studies, supported our central hypothesis, and demonstrated that contrary to previous literature, social exclusion leads to undesirable outcomes like cheating, which prejudices consumer-brand relationships. However, the conditions that lead consumers to cheat are not clear. In the subsequent study, we explore this gap by testing the moderating effect of an exclusion performed by an individual representing the brand (versus a general exclusion).

6 STUDY 2

The objective of this study is twofold. First, we intended to replicate the serial mediation of negative emotion and its impact on consumer cognition, leading to cheating behavior. In this study, we use a different brand from previous manipulations. Precisely, we manipulate social exclusion using Nike as the target brand. Second, we want to test the moderation effect of face-to-face exclusion performed by the brand and how it increases the willingness to use a cheat. Our previous studies demonstrated no direct effect of social exclusion on the intention to use a cheat. However, previous literature revealed that social exclusion could lead to cheating in some circumstances. As argued in the theoretical framework, the exclusion performed by an individual that personifies the brand can moderate the effect of social exclusion on the intention to use the cheat. In this study, we test this hypothesis.

6.1 METHOD

Participants and Design. A total of 286 members of MTurk (48% male; Mage = 39.88, SDage = 12.62) participated in this study in exchange for payment. Participants were randomly allocated to one of four conditions. The design employed was a 2 (Social exclusion vs. Social Inclusion) x 2 (Manager vs. general exclusion) in a between-subjects design.

Procedure. Mturkers were informed that they would participate in a study to test a new consumer selection process to enter a new brand Community. They were told that Nike was the brand testing this new method. At the beginning of the study, we informed the participants about the brand's objective. Choose the best partners to join the brand Community.

Following the study, we asked participants to inform their ages and annual income and to answer some questions about their personalities. *“I practice sports”*; *“I am generally trusting”*; *“I am relaxed, handle stress well”*; *“I have few artistic interests”*; *“I get nervous easily”*; *“I like adventures”*; *“I’m cool.”* We informed the participants that the questions could provide crucial information to the brand about them, and we told them that the information was used to test their fit with the brand community.

Next, we informed the participants that the brand’s employees would use the information to generate their scores to know if they were accepted (or excluded) to enter the brand Community. In the end, we randomly show feedback to the participant, informing them about their exclusion or inclusion join the Community. To the face-to-face exclusion (Inclusion) group, the feedback was given by the marketing manager of Nike. To increase the realism and create the face-to-face effect, we include an image of the marketing manager. To the control group, we told them that Nike’s employees decided to exclude (Include) them. In this case, we do not include any images. In both cases, we informed participants that they were excluded (Included) because of their income.

After receiving the feedback of exclusion (or inclusion), the participants answered the questions related to their willingness to use cheating to be accepted by the brand community; *“I would change my profile information to increase my chances to be accepted by Nike”*; *“I would provide some unreal information if it increases my chance of being accepted by Nike”*; *“I would artificially increase my status to increase my chances to be accepted by Nike”*; *“I would pretend to be another person to increase my chances to be accepted by Nike”* $\alpha = 0.964$.

In the next step, participants answered the scale of negative emotions “I felt sadness” and “I felt anger” $\alpha = 0.836$; the Cognitive impairment scale adapted from (Johansson et al., 2010) “*My Mind is fatigued right now*”; “*I need to make more mental effort as before the choice*”; “*I think I have to take a break or do something to recharge my mind*”; “*I became fatigued until this point of research, and I have less motivation to finish it*” $\alpha = 0.950$. At last, participants answered the manipulation checks, demographic, and control questions.

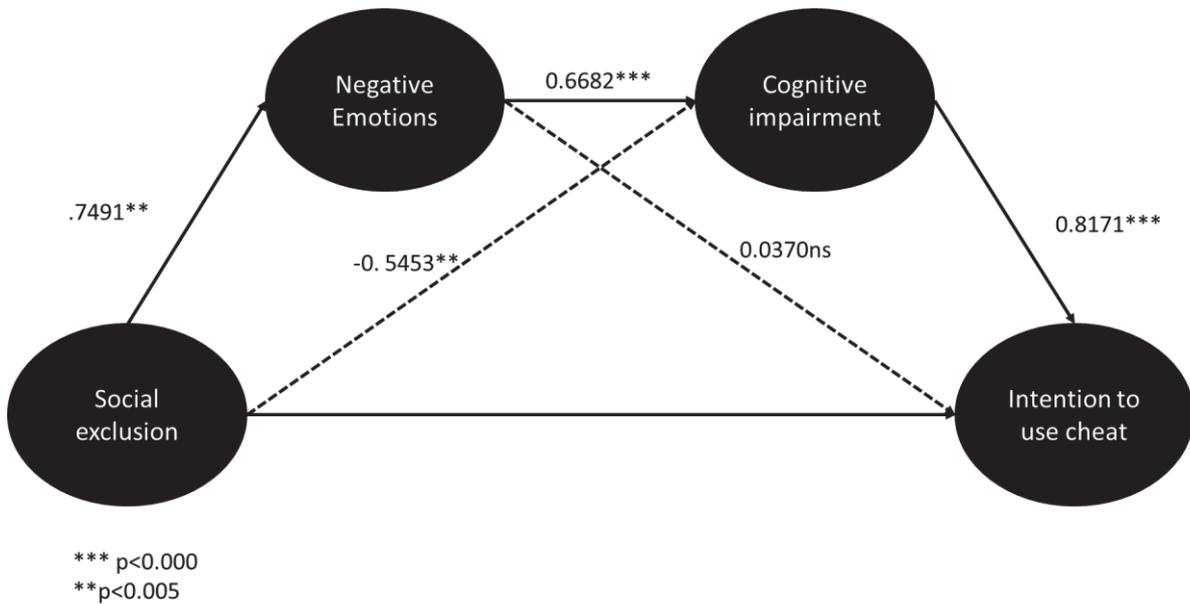
6.2 RESULTS

Manipulation check. To check exclusion manipulation, we create an index $\alpha = 0.902$. As expected, participants in the exclusion condition felt more rejected and excluded compared with people in the inclusion condition ($M_{\text{exclusion}} = 5.09, \text{sd} = 1.60$; $M_{\text{inclusion}} = 3.40, \text{sd} = 2.02$; $p = .000$);

Manipulation check. The results also demonstrated that the manipulation of exclusion by the manager, or a general exclusion, also worked. To check this manipulation, we create an index $\alpha = 0.819$. As expected, participants in the face to face exclusion recognized that the exclusion was made by a person representing the brand ($M_{\text{manager}} = 5.13, \text{sd} = 1.34$; $M_{\text{general}} = 4.07, \text{sd} = 1.77, p = .000$);

Conditional model study 2. To test our, we run the analysis on Smart PLS with 10000 bootstrapping samples. We coded social exclusion as 1 and social inclusion as 0. And we coded the exclusion by the manager as 1 and the general exclusion as 0. The results are shown in figure 5.

Figure 5. Conditional effects study 2

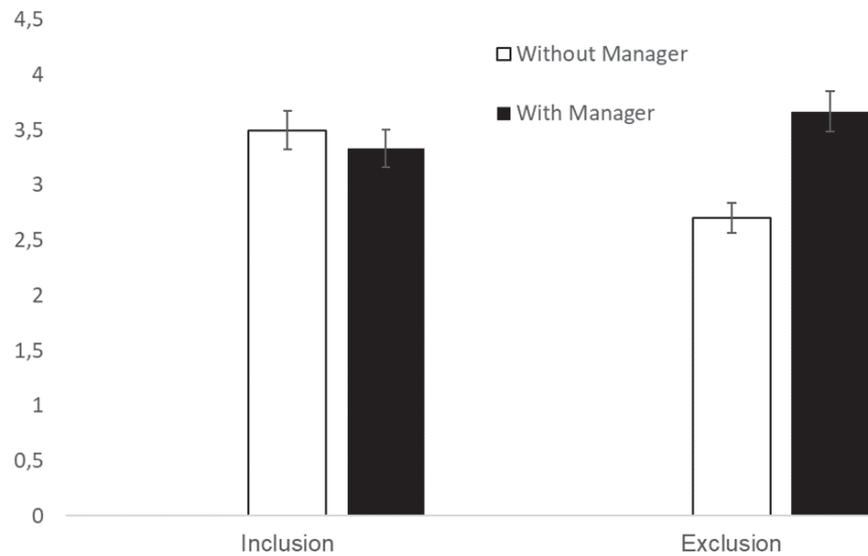


The total effect in the model was not-significant (Effect = $-.2570$; se = $.2430$; $p = .2911$). The direct effect was not-significant (Effect = $-.2481$; se = $.1476$; $p = .0938$). The serial mediation of negative emotions and cognitive impairment was significant (Effect = $.4090$; se = $.1292$; LLCI: 1576 , ULCI: 6697). the R^2 of the model was 65.93%.

There is an indirect effect of cognitive impairment on the intention to use cheat. However, there is no support in theory for this mediation. Furthermore, the analysis of the means demonstrated that social exclusion does not create more cognitive impairment in consumers. Cognitive impairment mean ($M_{\text{exclusion}} = 3.36$, sd = 2.05 ; $M_{\text{inclusion}} = 3.40$, sd = 1.90 ; $p = .849$); Different from emotions, that means analysis demonstrated that social exclusion create more negative emotions. Negative emotion means ($M_{\text{exclusion}} = 3.82$, sd = 1.94 ; $M_{\text{inclusion}} = 3.07$, sd = 1.90 ; $p = .001$);

Moderated effect of face-to-face exclusion. To test the moderation effect of face-to-face exclusion, we used the Hayes process model number 1 with 10000 bootstrapped samples. The graph with the interaction results is shown in figure 6.

Figure 6. Interaction effect of Face to Face exclusion and intention to use cheat



Note: The bars in the graphic represent 95% of the confidence interval

Results indicated a significant direct effect of social exclusion on the intention to use cheat (Effect = $-.7939$; se = $.3388$; $p=.0198$). And the interaction effect of social exclusion and face-to-face interaction was significant (Effect = 1.1279 ; se = $.4816$; $p=.0199$).

Other measures tests. We also tested other control variables that could affect our results. However, no one measure had significant differences between the groups. The customer selection process is unreliable ($M_{\text{exclusion}} = 4.86$, $sd = 1.76$; $M_{\text{inclusion}} = 4.64$, $sd = 1.56$; $p = .272$); The research scenario was realistic ($M_{\text{exclusion}} = 4.43$, $sd = 1.86$; $M_{\text{inclusion}} = 4.51$, $sd = 1.68$; $p = .455$); The survey was difficult ($M_{\text{exclusion}} = 2.94$, $sd = 2.13$; $M_{\text{inclusion}} = 2.95$, $sd = 2.02$; $p = .946$).

6.3 DISCUSSION

The results of this study support our idea that social exclusion leads people to feel more negative emotions that lead them to cognitive impairment, increasing the intention to use cheat to be accepted by the brand. The findings replicated the effects

found in studies 1a, 1b, and 1c. Also, we tested the proposed serial mediation using another brand in the experiment, which improved the external validity of our study.

Finally, we tested face-to-face exclusion as a moderator in this study to understand how this kind of exclusion affects consumer behavior. The moderation results demonstrated that when the exclusion is performed in face-to-face interaction - by a person representing the brand - consumers have a higher intention to cheat.

7 GENERAL DISCUSSION

The current study investigated the effect of social exclusion on consumers' negative emotions, which lead to cognitive impairment and increase the intention to cheat. Social exclusion is a powerful trigger of negative emotion, capable of inducing feelings of sadness and anger. These negative emotions can lead to cognitive impairment, as well as an increased intention to use cheat to cope with the exclusion.

The current study provides evidence that social exclusion can significantly impact consumer behavior and that businesses should be aware of the potential consequences of excluding particular consumers from their products or services. Specifically, we argue that social exclusion could lead consumers to higher negative emotions, reducing cognition and cheating. To Support this idea, we performed four studies that support our H1. All studies replicated the effect we proposed in the theoretical framework.

Finally, we argued that when the exclusion is performed by a specific person representing the brand, the impact on consumer intention to cheat is higher because people direct negative feelings toward that person (H2). The moderation results tested in study 2 support this idea and our hypothesis 2.

7.1 THEORETICAL CONTRIBUTIONS

Previous studies in social exclusion literature demonstrated that exclusion could lead to negative emotions such as sadness and anger (Williams & Nida, 2022). These negative emotions can, in turn, lead to cognitive impairment, as well as an increased intention to use cheating as a coping mechanism (He et al., 2021; Jobst et al., 2015; Schneider et al., 2017). However, to our knowledge, no previous study tested this chain in social exclusion literature, especially in consumer behavior

literature. Our study is the first to investigate the serial mediation of negative emotions and cognitive impairment on consumer cheating behavior.

Previous studies demonstrate that excluded consumers generally search for affiliation or acceptance after being ostracized (Mourey et al., 2017; Su et al., 2019; Wang & Ding, 2017; Ward & Dahl, 2014). We complemented this notion and demonstrated that some cognitive mechanisms explain those behaviors. In this case, we showed that some behaviors adopted by consumers are conducted by low cognition available due to negative emotions triggered by social exclusion and not because they are searching for reaffiliation.

There are several reasons why social exclusion can lead to such adverse outcomes. For instance, when people are excluded, they feel their social needs are unmet (Bowman et al., 2015; Mourey et al., 2017). As a result, it can lead to feelings of loneliness and isolation, which can be very damaging. We complement this notion by bringing the negative effects of social exclusion to marketing literature by demonstrating how relationships with exclusive brands can prejudice consumers' emotions and cognitions. In this case, social exclusion performed by brands affects the consumers and the brands in long-term relationships.

Previous literature also revealed that social exclusion could increase the sense of threat (Lerche et al., 2021). In this sense, people may feel they are in danger of being harmed or rejected. It leads to sadness and anger, resulting in an increased sense of injustice. When people are excluded, they feel that they have been treated unfairly or are not given the same opportunities as others. Those perceptions can lead them to dishonest behaviors (Poon et al., 2013). We contribute to this line of reasoning by exploring those effects on consumer behavior literature. Previous studies demonstrated that social exclusion could increase the desire for the

brand (Wang & Ding, 2017). However, we showed that social exclusion sometimes could lead to cheating behaviors toward the brands, affecting long-term relationships.

Further, we demonstrated that negative emotions triggered by social exclusion could lead to cognitive impairment. For example, when consumers focus on negative thoughts and emotions, sadness can lead to rumination. In addition, anger can lead to impulsive and aggressive behavior, leading to poor decision-making (Harmon-Jones et al., 2019; Schaafsma et al., 2015). Our findings complement previous studies in marketing literature and demonstrate that sadness and anger cause a decrease in consumer cognition. This characteristic was not explored in previous studies that investigated the effect of social exclusion on dishonest behaviors.

Thus, cognitive impairment leads to an increased intention to use cheating. In addition, when consumers feel sad or angry, they may be more likely to engage in risky behavior to feel better (Buelow & Wirth, 2017; Parkes & Conolly, 2011). We complement the literature on social exclusion on consumer behavior by demonstrating that risky decisions go beyond investments and substance abuse; harmful and risky consumer decisions include cheating, stealing, or using false products. Those adverse effects of social exclusion were not explored in consumer behavior literature in consumer-brand relationship theory. We complement previous literature by demonstrating those effects.

At last, previous studies demonstrated that face-to-face exclusion could lead to an increase in consumer aspiration for luxury brands (Ward & Dahl, 2014), and when the brand is strong, they can exclude consumers because it increases the desire for the brand (Wang & Ding, 2017). However, complementing those studies,

we demonstrated that face-to-face exclusion – made by an individual representing the brand - could also prejudice consumers.

Our moderation analysis demonstrated that when the exclusion is face-to-face, people tend to use more cheating to be accepted by the brand. Those findings complement previous literature by demonstrating that this strategy negatively affects brands and consumers in long-term relationships. In sum, false information can reduce the reliability of brand segmentation. For consumers, if the brand discovers incorrect information, they can be banned from using any brand benefit in the future.

7.2 MANAGERIAL IMPLICATIONS

In this research, we demonstrated that the effects of brand social exclusion could have several negative consequences on consumers. These can include feeling isolated, sad, and even depressed because of the low levels of cognition. As a result, this research shed light on managers to be aware of the potential implications of social exclusion and take steps to avoid it. In addition, we demonstrated that exclusive strategies could affect the way people feel, which impacts their cognition leading to the use of cheat. In light of the social exclusion and brand relationship theory, cheating by the consumer can affect the long-term relationship reducing company income in the future (Isiksal & Karaosmanoglu, 2018).

Finally, some brands are luxury brands and, in nature, are exclusive companies. Because of this reason, our moderation analysis can contribute to managers by demonstrating one manner they can be exclusive without affecting their relationship with consumers. Specifically, by adopting exclusive strategies, managers should use a general exclusion message to avoid the personification of exclusion in

one firm's members. As we demonstrated in study 2, personification can increase the intention to use a cheat, which can prejudice long-term relationships with consumers.

7.3 LIMITATIONS AND FUTURE RESEARCH

This research has some limitations that reflect some possibilities for future investigation. First, the sample of all studies was taken from Amazon Mturk, representing a limitation to the external validity of our studies. Further inquiries can employ an analysis with other sources of data (e.g., secondary data, field study) to test the model and increase this research's external validity.

Second, we use different brands to manipulate social exclusion. However, we used two methods to induce feelings of social exclusion feelings (The selection process to the Community and the email excluding the consumers). Future studies can employ other ways to cause social exclusion with the brands, such as vendor rejection in the brand store (Ward & Dahl, 2014), or exclusion in a social network brand's page (Newman et al., 2019).

Third, the study did not measure the long-term effects of brand social exclusion on consumers' negative emotions and its impact on cognition. People related to exclusive brands tend to have several episodes of brand exclusion. For instance, imagine Apple users have constant episodes of exclusion performed for a long time. In this case, any time Apple "obligates" consumers to change their smartphones because they will lose support, the firm excludes the consumers. However, it is a long-term investigation, and future research should investigate the effects of brand social exclusion on consumers' negative emotions and cognitions.

Furthermore, there is currently limited research on the effects of brand social exclusion on consumer cognition. To our knowledge, this research is one of the first endeavors to highlight a cognitive mechanism on social exclusion investigations in

consumer behavior literature. Future research should focus on this topic to better understand how consumers react to and process information about exclusion performed by brands and how it impacts the quality of their decisions.

Despite these limitations, the current study provides several important insights into the effects of brand social exclusion on consumer intention to use a cheat. Future research should build upon these findings by investigating the moderating role of individual differences, such as the need for social approval and the need for cognition (Petty et al., 2009; Sciara et al., 2021). Those variables can reduce the adverse effects of social exclusion.

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APPENDIX A – ETHICAL COMMITTEE STATEMENT



COMPROVANTE DE ENVIO DO PROJETO

DADOS DO PROJETO DE PESQUISA

Título da Pesquisa: O efeito da exclusão social nas escolhas pobres do consumidor: o papel dos recursos cognitivos

Pesquisador: JOSE CARLOS KORELO

Versão: 2

CAAE: 45209321.9.0000.0102

Instituição Proponente: Departamento de Administração Geral e Aplicada (DAGA)

DADOS DO COMPROVANTE

Número do Comprovante: 031101/2021

Patrocinador Principal: Financiamento Próprio

Informamos que o projeto O efeito da exclusão social nas escolhas pobres do consumidor: o papel dos recursos cognitivos que tem como pesquisador responsável JOSE CARLOS KORELO, foi recebido para análise ética no CEP UFPR - Setor de Ciências da Saúde da Universidade Federal do Paraná - SCS/UFPR em 05/04/2021 às 10:59.

Endereço: Rua Padre Camargo, 285 - 1º andar
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APPENDIX B – MANIPULATION STUDY 1A

Study 1a

Start of Block: Brand Exclusion

TCLE

We, José Carlos Korelo, professor of the Business department and Djonata Schiessl, Phd student of the graduate program in Business , at the Federal University of Parana, are inviting you to participate in a study. This research comprises some aspects of the relationship between consumers and brands.

a) The purpose of this research is to understand how brands relate to their consumers, and how this affects subsequent decisions.

b) If you agree to participate in the survey, you will need to read a scenario of an event that commonly happens in stores and answer some questions related to this scenario.

c) You will take approximately 5 minutes to participate in each stage, upgrading in a total time of 10 minutes.

d) When participating in the survey, you may feel some discomfort. The risks for participating in the research are reflected.

e) Some study-related risks can be considered, such as some discomfort. If there is any discomfort, you can contact the researcher responsible for the study to clarify any doubts arising from the research. Contacts are drop caps no "i" items.

f) In this study a positive group and a control group will be used. This means that you can be given a scenario that normally includes the built-in people (handled group) or a scenario that has no effect (Control). If you receive control manipulation, there is no associated risk.

g) You will not have any expenses to participate in the survey.

h) The expected benefits of this survey are related to improved consumption for you and like others in your community. As companies improve the services provided to consumers, for example, make the consumer perform a better purchase decision. Making the cost / benefit of the purchase greater.

i) Researchers José Carlos Korelo and Djonata Schiessl, responsible for taking this study to: Administration Department. Federal University of Paraná. Lothario Meissner Av nº 632. 2nd floor room 17. Curitiba-PR. Or by e-mail: djonataschiessl@yahoo.com.br, korelo@ufpr.br, or by telephone +55 41 33604366 from 9:00 am to 5:00 pm to clarify any doubts you may have and provide you with the information you want before, during or after the study ends. In case of emergency you can also contact the researcher Djonata Schiessl at this number, at any time: +55 47 996212383.

j) Your participation in this study is voluntary and if you no longer wish to take part in the survey, you can withdraw at any time. Your service and / or treatment is guaranteed and will not be interrupted if you give up participating. If you need psychological treatment resulting from your participation in the research, you can contact the researcher José Carlos Korelo for the valid contacts in item "i". He will make the appropriate referral. If you prefer, you can contact the CPA directly at: +55 41 33505776 / 5777 / 98875-5161, Email: casa4@ufpr.br Office hours: 07:00h to 19:00h.

k) The data captured in this study will be used solely for this research. Upon completion of the research, the data will be kept by the responsible researcher - José Carlos Korelo for a period of 5 years after the end of the research.

l) The information related to the study is marked by authorized persons, José Carlos Korelo, and Djonata Schiessl, in coded form, so that your identity is preserved and confidentiality is maintained.

m) You will have a guarantee that when the data/results obtained with this main study, your name will not be identifiable.

n) You will have no expense for participating in this survey.

o) When the main results are published, do not define their name, but a code.

p) If you have any doubts about your rights as a research participant, you can also contact the Ethics Committee for Research on Human Beings (CEP / SD) of the Health Sciences Sector of the Federal University of Paraná, by e-mail cometica. saude@ufpr.br and / or telephone 41 -3360-7259, from 08:30h to 11:00h and from 14:00h to 16:00h. The Research Ethics Committee is an independent, multi- and transdisciplinary collegiate body that exists in institutions that carry out research involving human beings in Brazil and was created with the aim of protecting research participants, in their

integrity and dignity, and ensuring that as research developed within ethical standards (Resolution No. 466/12 National Health Council).

By ticking this option, you agree that you have read this Consent Form and understand the nature and purpose of the study in which you have agreed to participate. The explanation you received mentions the risks and benefits. I understood that I am free to discontinue my participation at any time without justifying my decision and without any harm to me. I was informed that I will be assisted at no cost to me if I have any of the problems listed above. I voluntarily agree to participate in this study.

Page Break

In this survey, you will participate in two unrelated studies.

In the first one, we want to test new software to manage our relationship with our customers.

In the second study, we want to know about some of your general consumption habits.

Page Break

Louis Vuitton wants to have its customers as its main partners and is looking for the best customers.

That's why Louis Vuitton wants to know you better to **become the best partners** in this journey to use Louis Vuitton's news products.

Imagine you as a Louis Vuitton's partner!

Page Break

Now, to know if you are a good fit to **partner with Louis Vuitton** and join the Louis Vuitton team, you need to provide some general information about yourself.

Based on that information, Louis Vuitton employees will evaluate **if you can join with the first unique customers** to use the new products.

Age (Please insert just numbers)

Now, provide details about **your personality** to Louis Vuitton Employees evaluate if **your profile fits with Louis Vuitton's personality**.

Point out your agreement with questions with 1 - Totally Disagree to 7 - Totally Agree

	1 - I Totally Disagree	2	3	4	5	6	7 - I Totally Agree
I am reserved	<input type="radio"/>						<input type="radio"/>
I am generally trusting	<input type="radio"/>						<input type="radio"/>
I am relaxed, handles stress well	<input type="radio"/>						<input type="radio"/>
I have few artistic interests	<input type="radio"/>						<input type="radio"/>
I get nervous easily	<input type="radio"/>						<input type="radio"/>
If you are paying attention, rate 2 in this question	<input type="radio"/>						<input type="radio"/>

Page Break

Now, Louis Vuitton’s employees will generate your score based on your answers. Unfortunately, based on your profile score, it seems that your application will likely be refused.

As well, **based on your age**, you **will** probably not be accepted by Louis Vuitton.

Page Break

Employees are processing your information, wait...

Louis Vuitton Fact: In general, of **people with a profile like yours were rejected** in the application to use new Louis Vuitton Products.

Based on your profile previously reported, you will be rejected by Louis Vuitton.

With these responses, you will probably be rejected forever.

Page Break

Unfortunately, Louis Vuitton rejected your approval for the brand's exclusive community. Please, describe below your feelings about the rejection you suffered by Louis Vuitton because of your profile.

Page Break

Cheat - Now, we need you to reflect about your situation with Louis Vuitton and rate the following questions with 1 – Strongly disagree to 7 – Strongly agree

	1 – Strongly disagree	2	3	4	5	6	7 – Strongly agree
I would change my profile information to increase my chances to be accepted by Louis Vuitton	<input type="radio"/>						<input type="radio"/>
I would provide some unreal information if it increases my chance of being accepted by Louis Vuitton	<input type="radio"/>						<input type="radio"/>
I would artificially increase my status to increase my chances to be accepted by Louis Vuitton	<input type="radio"/>						<input type="radio"/>
I would pretend to be another person to increase my chances to be accepted by Louis Vuitton	<input type="radio"/>						<input type="radio"/>
If you are paying attention, rate 4 in this question	<input type="radio"/>						<input type="radio"/>

Page Break

Anxiety - Now, rate the feelings of anxiety you are experiencing right now, related to your situation with Louis Vuitton. Please rate your agreement with the affirmations with 1 - Low intensity to 7 - High intensity

	1 - Low intensity	2	3	4	5	6	7 - High intensity
I'm Anxious regarding my situation with Louis Vuitton	<input type="radio"/>						<input type="radio"/>
I'm Anxious now, being the center of attention	<input type="radio"/>						<input type="radio"/>
I'm anxiously expressing a disagreement with the result of Louis Vuitton decision, made by people I do not know very well	<input type="radio"/>						<input type="radio"/>
I think I will be Anxious about my future interactions with new brands	<input type="radio"/>						<input type="radio"/>
I Will be anxious searching for new brands	<input type="radio"/>						<input type="radio"/>
I'm Anxious now, resisting a high-pressure because of my situation with Louis Vuitton	<input type="radio"/>						<input type="radio"/>

Page Break

Cognitive Impairment - Now, we need you to reflect on your mind state at this moment and rate the following questions with 1 – Strongly disagree to 7 – Strongly agree

	1 – Strongly disagree	2	3	4	5	6	7 – Strongly agree
My Mind is fatigued right now	<input type="radio"/>						<input type="radio"/>
I need to make more mental effort as before the choice	<input type="radio"/>						<input type="radio"/>
I think I have to take a break or do something to recharge my mind	<input type="radio"/>						<input type="radio"/>
I became fatigued until this point of research, and I have less motivation to finish it	<input type="radio"/>						<input type="radio"/>

Page Break

Manipulation Check - Now, rate your agreement with the following statements ranging from 1 – Strongly disagree to 7 – strongly agree

	1 - I totally disagree	2	3	4	5	6	7 - I totally agree
I felt Excluded by Louis Vuitton	<input type="radio"/>						<input type="radio"/>
I felt included by Louis Vuitton	<input type="radio"/>						<input type="radio"/>
I felt accepted by Louis Vuitton	<input type="radio"/>						<input type="radio"/>
I felt rejected by Louis Vuitton	<input type="radio"/>						<input type="radio"/>

Page Break

Emotions - Now, rate the intensity of the emotions you felt during the survey with 1 - Low intensity to 7 - High intensity

	1 - Low Intensity	2	3	4	5	6	7 - High Intensity
I felt sad	<input type="radio"/>						<input type="radio"/>
I felt joy	<input type="radio"/>						<input type="radio"/>
I felt angry	<input type="radio"/>						<input type="radio"/>
I felt excited	<input type="radio"/>						<input type="radio"/>
I felt anxiety	<input type="radio"/>						<input type="radio"/>
I felt proud	<input type="radio"/>						<input type="radio"/>
If you are paying attention, check 5 in this question.	<input type="radio"/>						<input type="radio"/>

Page Break

Control questions - Still thinking about the Louis Vuitton decision, we need you to answer the following questions indicating your level of agreement with the statements with 1 – Totally disagree up to 7 – Totally agree

	1 - I totally disagree	2	3	4	5	6	7 - I totally agree
The research scenario was realistic	<input type="radio"/>						<input type="radio"/>
The survey was difficult	<input type="radio"/>						<input type="radio"/>
I feel like I'm mentally tired right now	<input type="radio"/>						<input type="radio"/>
If you are paying attention, tick 4 in this question.	<input type="radio"/>						<input type="radio"/>
Overall, I feel like I'm an excluded person	<input type="radio"/>						<input type="radio"/>
I don't really care about my relationships with brands	<input type="radio"/>						<input type="radio"/>
I want to Punish Louis Vuitton	<input type="radio"/>						<input type="radio"/>
I had a previous relationship with Louis Vuitton	<input type="radio"/>						<input type="radio"/>
I would change my personality to be accepted by Louis Vuitton	<input type="radio"/>						<input type="radio"/>
I was satisfied with the Louis Vuitton selection process.	<input type="radio"/>						<input type="radio"/>
I like the Louis Vuitton	<input type="radio"/>						<input type="radio"/>
I hate Louis Vuitton	<input type="radio"/>						<input type="radio"/>
I would use Louis Vuitton to improve my status	<input type="radio"/>						<input type="radio"/>
I think that Louis Vuitton represents my ideal self	<input type="radio"/>						<input type="radio"/>
I already used Louis Vuitton	<input type="radio"/>						<input type="radio"/>

Before you finish and receive your code from Mturk, please provide us with some information about yourself.

Q785 Gender

Male

Female

Prefer not to Say

Page Break

End of Block: Brand Exclusion

Start of Block: Brand Inclusion

TCLE

Page Break

In this survey, you will participate in two unrelated studies.

In the first one, we want to test new software to manage our relationship with our customers.

In the second study, we want to know about some of your general consumption habits.

Page Break

Louis Vuitton wants to have its customers as its main partners and is looking for the best customers.

That's why Louis Vuitton wants to know you better to **become the best partners** in this journey to use Louis Vuitton's new products.

Imagine you as a Louis Vuitton's partner!

Page Break

Now, to know if you are a good fit to **partner with Louis Vuitton** and join the Louis Vuitton team, you need to provide some general information about yourself.

Based on that information, Louis Vuitton employees will evaluate **if you can join with the first unique customers** to use the new products.

Age (Please insert just numbers)

Now, provide details about **your personality** to Louis Vuitton Employees evaluate if **your profile fits with Louis Vuitton's personality**.

Point out your agreement with questions with 1 - Totally Disagree to 7 - Totally Agree

	1 - I Totally Disagree	2	3	4	5	6	7 - I Totally Agree
I am reserved	<input type="radio"/>						<input type="radio"/>
I am generally trusting	<input type="radio"/>						<input type="radio"/>
I am relaxed, handles stress well	<input type="radio"/>						<input type="radio"/>
I have few artistic interests	<input type="radio"/>						<input type="radio"/>
I get nervous easily	<input type="radio"/>						<input type="radio"/>
If you are paying attention, rate 2 in this question	<input type="radio"/>						<input type="radio"/>

Page Break

Now, Louis Vuitton’s employees will generate your score based on your answers. Based on your profile score, it seems that your application will likely be accepted.

As well, **based on your age**, you **will** probably be accepted by Louis Vuitton.

Page Break

Employees are processing your information, wait...

Louis Vuitton Fact: In general, of **people with a profile like yours were accepted** in the application to use new Louis Vuitton Products. Based on your profile previously reported, you will be accepted by Louis Vuitton. With these responses, you will probably be accepted forever.

Page Break

Wow, Louis Vuitton accepted your approval for the brand's exclusive community.

Please, describe below your feelings about the acception by Louis Vuitton because of your profile.

Page Break

Cheat - Now, we need you to reflect about your situation with Louis Vuitton and rate the following questions with 1 – Strongly disagree to 7 – Strongly agree

	1 – Strongly disagree	2	3	4	5	6	7 – Strongly agree
I would change my profile information to increase my chances to be accepted by Louis Vuitton	<input type="radio"/>						<input type="radio"/>
I would provide some unreal information if it increases my chance of being accepted by Louis Vuitton	<input type="radio"/>						<input type="radio"/>
I would artificially increase my status to increase my chances to be accepted by Louis Vuitton	<input type="radio"/>						<input type="radio"/>
I would pretend to be another person to increase my chances to be accepted by Louis Vuitton	<input type="radio"/>						<input type="radio"/>
If you are paying attention, rate 4 in this question	<input type="radio"/>						<input type="radio"/>

Page Break

Anxiety - Now, rate the feelings of anxiety you are experiencing right now, related to your situation with Louis Vuitton. Please rate your agreement with the affirmations with 1 - Low intensity to 7 - High intensity

	1 - Low intensity	2	3	4	5	6	7 - High intensity
I'm Anxious regarding my situation with Louis Vuitton	<input type="radio"/>						<input type="radio"/>
I'm Anxious now, being the center of attention	<input type="radio"/>						<input type="radio"/>
I'm anxiously expressing a disagreement with the result of Louis Vuitton decision, made by people I do not know very well	<input type="radio"/>						<input type="radio"/>
I think I will be Anxious about my future interactions with new brands	<input type="radio"/>						<input type="radio"/>
I Will be anxious searching for new brands	<input type="radio"/>						<input type="radio"/>
I'm Anxious now, resisting a high-pressure because of my situation with Louis Vuitton	<input type="radio"/>						<input type="radio"/>

Page Break

Cognitive impairment - Now, we need you to reflect on your mind state at this moment and rate the following questions with 1 – Strongly disagree to 7 – Strongly agree

	1 – Strongly disagree	2	3	4	5	6	7 – Strongly agree
My Mind is fatigued right now	<input type="radio"/>						<input type="radio"/>
I need to make more mental effort as before the choice	<input type="radio"/>						<input type="radio"/>
I think I have to take a break or do something to recharge my mind	<input type="radio"/>						<input type="radio"/>
I became fatigued until this point of research, and I have less motivation to finish it	<input type="radio"/>						<input type="radio"/>

Page Break

Manipulation check - Now, rate your agreement with the following statements ranging from 1 – Strongly disagree to 7 – strongly agree

	1 - I totally disagree	2	3	4	5	6	7 - I totally agree
I felt Excluded by Louis Vuitton	<input type="radio"/>						<input type="radio"/>
I felt included by Louis Vuitton	<input type="radio"/>						<input type="radio"/>
I felt accepted by Louis Vuitton	<input type="radio"/>						<input type="radio"/>
I felt rejected by Louis Vuitton	<input type="radio"/>						<input type="radio"/>

Page Break

Emotions - Now, rate the intensity of the emotions you felt during the survey with 1 - Low intensity to 7 - High intensity

	1 - Low Intensity	2	3	4	5	6	7 - High Intensity
I felt sad	<input type="radio"/>						<input type="radio"/>
I felt joy	<input type="radio"/>						<input type="radio"/>
I felt angry	<input type="radio"/>						<input type="radio"/>
I felt excited	<input type="radio"/>						<input type="radio"/>
I felt anxiety	<input type="radio"/>						<input type="radio"/>
I felt proud	<input type="radio"/>						<input type="radio"/>
If you are paying attention, check 5 in this question.	<input type="radio"/>						<input type="radio"/>

Page Break

Control questions - Still thinking about the Louis Vuitton decision, we need you to answer the following questions indicating your level of agreement with the statements with 1 – Totally disagree up to 7 – Totally agree

	1 - I totally disagree	2	3	4	5	6	7 - I totally agree
The research scenario was realistic	<input type="radio"/>						<input type="radio"/>
The survey was difficult	<input type="radio"/>						<input type="radio"/>
I feel like I'm mentally tired right now	<input type="radio"/>						<input type="radio"/>
If you are paying attention, tick 4 in this question.	<input type="radio"/>						<input type="radio"/>
Overall, I feel like I'm an excluded person.	<input type="radio"/>						<input type="radio"/>
I don't really care about my relationships with brands	<input type="radio"/>						<input type="radio"/>
I want to Punish Louis Vuitton	<input type="radio"/>						<input type="radio"/>
I had a previous relationship with Louis Vuitton	<input type="radio"/>						<input type="radio"/>
I would change my personality to be accepted by Louis Vuitton	<input type="radio"/>						<input type="radio"/>
I was satisfied with the Louis Vuitton selection process.	<input type="radio"/>						<input type="radio"/>
I like the Louis Vuitton	<input type="radio"/>						<input type="radio"/>
I hate Louis Vuitton	<input type="radio"/>						<input type="radio"/>
I would use Louis Vuitton to improve my status	<input type="radio"/>						<input type="radio"/>
I think that Louis Vuitton represents my ideal self	<input type="radio"/>						<input type="radio"/>
I already used Louis Vuitton	<input type="radio"/>						<input type="radio"/>

Before you finish and receive your code from Mturk, please provide us with some information about yourself.

Gender

Male

Female

Prefer not to Say

Page Break

APPENDIX C – MANIPULATION STUDY 1B

Study 1b

Start of Block: Brand Exclusion

TCLE

Page Break

In this survey, you will participate in two unrelated studies.

In the first one, we want to test new software to manage our relationship with our customers.

In the second study, we want to know about some of your general consumption habits.

Page Break

Coca-Cola wants to have its customers as its main partners and is looking for the best customers.

That's why Coca-Cola wants to know you better to **become the best partners** in this journey to use Coca-Cola's news products.

Imagine you as a Coca-Cola's partner!

Page Break

Now, to know if you are a good fit to **partner with Coca-Cola** and join the Coca-Cola team, you need to provide some general information about yourself.

Based on that information, Coca-Cola employees will evaluate **if you can join with the first unique customers** to use the new products.

Age (Please insert just numbers)

Profile - Now, provide details about **your personality** to Coca-Cola Employees evaluate if **your profile fits with Coca-Cola's personality**.

Point out your agreement with questions with 1 - Totally Disagree to 7 - Totally Agree

	1 - I Totally Disagree	2	3	4	5	6	7 - I Totally Agree
I am reserved	<input type="radio"/>						<input type="radio"/>
I am generally trusting	<input type="radio"/>						<input type="radio"/>
I am relaxed, handles stress well	<input type="radio"/>						<input type="radio"/>
I have few artistic interests	<input type="radio"/>						<input type="radio"/>
I get nervous easily	<input type="radio"/>						<input type="radio"/>
If you are paying attention, rate 2 in this question	<input type="radio"/>						<input type="radio"/>

Page Break

Now, Coca-Cola’s employees will generate your score based on your answers. Unfortunately, based on your profile score, it seems that your application will likely be refused.

As well, **based on your age**, you **will** probably not be accepted by Coca-Cola.

Page Break

Employees are processing your information, wait...

Coca-Cola Fact: In general, of **people with a profile like yours were rejected** in the application to use new Coca-Cola Products. Based on your profile previously reported, you will be rejected by Coca-Cola. With these responses, you will probably be rejected forever.

Page Break

Unfortunately, Coca-Cola rejected your approval for the brand's community.

Please, describe below your feelings about the rejection you suffered by Coca-Cola because of your profile.

Page Break

Cheat - Now, we need you to reflect about your situation with Coca-Cola and rate the following questions with 1 – Strongly disagree to 7 – Strongly agree

	1 – Strongly disagree	2	3	4	5	6	7 – Strongly agree
I would change my profile information to increase my chances to be accepted by Coca-Cola	<input type="radio"/>						<input type="radio"/>
I would provide some unreal information if it increases my chance of being accepted by Coca-Cola	<input type="radio"/>						<input type="radio"/>
I would artificially increase my status to increase my chances to be accepted by Coca-Cola	<input type="radio"/>						<input type="radio"/>
I would pretend to be another person to increase my chances to be accepted by Coca-Cola	<input type="radio"/>						<input type="radio"/>
If you are paying attention, rate 4 in this question	<input type="radio"/>						<input type="radio"/>

Page Break

Emotions - Now, rate the intensity of the emotions you felt during the survey with 1 - Low intensity to 7 - High intensity

	1 - Low Intensity	2	3	4	5	6	7 - High Intensity
I felt sad	<input type="radio"/>						<input type="radio"/>
I felt joy	<input type="radio"/>						<input type="radio"/>
I felt angry	<input type="radio"/>						<input type="radio"/>
I felt excited	<input type="radio"/>						<input type="radio"/>
I felt anxiety	<input type="radio"/>						<input type="radio"/>
I felt proud	<input type="radio"/>						<input type="radio"/>
If you are paying attention, check 5 in this question.	<input type="radio"/>						<input type="radio"/>

Page Break

Cognitive impairment - Now, we need you to reflect on your mind state at this moment and rate the following questions with 1 – Strongly disagree to 7 – Strongly agree

	1 – Strongly disagree	2	3	4	5	6	7 – Strongly agree
My Mind is fatigued right now	<input type="radio"/>						<input type="radio"/>
I need to make more mental effort as before the choice	<input type="radio"/>						<input type="radio"/>
I think I have to take a break or do something to recharge my mind	<input type="radio"/>						<input type="radio"/>
I became fatigued until this point of research, and I have less motivation to finish it	<input type="radio"/>						<input type="radio"/>

Page Break

Denial - Now, rate the feelings you are experiencing right now, related to your situation with Coca-Cola. Please rate your agreement with the affirmations with 1 - Low intensity to 7 - High intensity

	1 - Low intensity	2	3	4	5	6	7 - High intensity
On occasion, I have had doubts about my ability to succeed in life.	<input type="radio"/>						<input type="radio"/>
I sometimes feel resentful when I don't get my way	<input type="radio"/>						<input type="radio"/>
If I could get into a movie without paying and be sure I was not seen. I would probably do it	<input type="radio"/>						<input type="radio"/>
On a few occasions, I have given up doing something because I thought too little of my ability	<input type="radio"/>						<input type="radio"/>
There have been times when I felt like rebelling against people in authority even though I knew they were right.	<input type="radio"/>						<input type="radio"/>
I sometimes try to get even, rather than forgive and forget	<input type="radio"/>						<input type="radio"/>
At times I have really insisted on having things my way	<input type="radio"/>						<input type="radio"/>
In this research, I felt like smashing things	<input type="radio"/>						<input type="radio"/>
If you are paying attention, rate 3 in this question	<input type="radio"/>						<input type="radio"/>

Page Break

Manipulation Check - Now, rate your agreement with the following statements ranging from 1 – Strongly disagree to 7 – strongly agree

	1 - I totally disagree	2	3	4	5	6	7 - I totally agree
I felt Excluded by Coca-Cola	<input type="radio"/>						<input type="radio"/>
I felt included by Coca-Cola	<input type="radio"/>						<input type="radio"/>
I felt accepted by Coca-Cola	<input type="radio"/>						<input type="radio"/>
I felt rejected by Coca-Cola	<input type="radio"/>						<input type="radio"/>

Page Break

Control questions - Still thinking about the Coca-Cola decision, we need you to answer the following questions indicating your level of agreement with the statements with 1 – Totally disagree up to 7 – Totally agree

	1 - I totally disagree	2	3	4	5	6	7 - I totally agree
The research scenario was realistic	<input type="radio"/>						<input type="radio"/>
The survey was difficult	<input type="radio"/>						<input type="radio"/>
If you are paying attention, tick 4 in this question.	<input type="radio"/>						<input type="radio"/>
Overall, I feel like I'm an excluded person.	<input type="radio"/>						<input type="radio"/>
I don't really care about my relationships with brands	<input type="radio"/>						<input type="radio"/>
I want to Punish Coca-Cola	<input type="radio"/>						<input type="radio"/>
I had a previous relationship with Coca-Cola	<input type="radio"/>						<input type="radio"/>
I would change my personality to be accepted by Coca-Cola	<input type="radio"/>						<input type="radio"/>
I was satisfied with the Coca-Cola selection process	<input type="radio"/>						<input type="radio"/>
I like the Coca-Cola	<input type="radio"/>						<input type="radio"/>
I hate Coca-Cola	<input type="radio"/>						<input type="radio"/>
I would use Coca-Cola to improve my status	<input type="radio"/>						<input type="radio"/>
I think that Coca-Cola represents my ideal self	<input type="radio"/>						<input type="radio"/>
I Would like to have a long-term relationship with Coca-Cola	<input type="radio"/>						<input type="radio"/>

Before you finish and receive your code from Mturk, please provide us with some information about yourself.

ender

- Male
- Female
- Prefer not to Say

Page Break

End of Block: Brand Exclusion

Start of Block: Brand Inclusion

TCLE

Page Break

In this survey, you will participate in two unrelated studies.

In the first one, we want to test new software to manage our relationship with our customers.

In the second study, we want to know about some of your general consumption habits.

Page Break

Coca-Cola wants to have its customers as its main partners and is looking for the best customers.

That's why Coca-Cola wants to know you better to **become the best partners** in this journey to use Coca-Cola's news products.

Imagine you as a Coca-Cola's partner!

Page Break

Now, to know if you are a good fit to **partner with Coca-Cola** and join the Coca-Cola team, you need to provide some general information about yourself.

Based on that information, Coca-Cola employees will evaluate **if you can join with the first unique customers** to use the new products.

Age (Please insert just numbers)

Personality - Now, provide details about **your personality** to Coca-Cola Employees evaluate if **your profile fits with Coca-Cola's personality**.

Point out your agreement with questions with 1 - Totally Disagree to 7 - Totally Agree

	1 - I Totally Disagree	2	3	4	5	6	7 - I Totally Agree
I am reserved	<input type="radio"/>						<input type="radio"/>
I am generally trusting	<input type="radio"/>						<input type="radio"/>
I am relaxed, handles stress well	<input type="radio"/>						<input type="radio"/>
I have few artistic interests	<input type="radio"/>						<input type="radio"/>
I get nervous easily	<input type="radio"/>						<input type="radio"/>
If you are paying attention, rate 2 in this question	<input type="radio"/>						<input type="radio"/>

Page Break

Now, Coca-Cola's employees will generate your score based on your answers. Based on your profile score, it seems that your application will likely be accepted.

As well, **based on your age**, you **will** probably be accepted by Coca-Cola.

Page Break

Employees are processing your information, wait...

Coca-Cola Fact: In general, of **people with a profile like yours were accepted** in the application to use new Coca-Cola Products. Based on your profile previously reported, you will be accepted by Coca-Cola. With these responses, you will probably be accepted forever.

Page Break

Wow, Coca-Cola accepted your approval for the brand's community. Please, describe below your feelings about the acceptance by Coca-Cola because of your profile.

Page Break

Cheat - Now, we need you to reflect about your situation with Coca-Cola and rate the following questions with 1 – Strongly disagree to 7 – Strongly agree

	1 – Strongly disagree	2	3	4	5	6	7 – Strongly agree
I would change my profile information to increase my chances to be accepted by Coca-Cola	<input type="radio"/>						<input type="radio"/>
I would provide some unreal information if it increases my chance of being accepted by Coca-Cola	<input type="radio"/>						<input type="radio"/>
I would artificially increase my status to increase my chances to be accepted by Coca-Cola	<input type="radio"/>						<input type="radio"/>
I would pretend to be another person to increase my chances to be accepted by Coca-Cola	<input type="radio"/>						<input type="radio"/>
If you are paying attention, rate 4 in this question	<input type="radio"/>						<input type="radio"/>

Page Break



Emotions - Now, rate the intensity of the emotions you felt during the survey with 1 - Low intensity to 7 - High intensity

	1 - Low Intensity	2	3	4	5	6	7 - High Intensity
I felt sad	<input type="radio"/>						<input type="radio"/>
I felt joy	<input type="radio"/>						<input type="radio"/>
I felt angry	<input type="radio"/>						<input type="radio"/>
I felt excited	<input type="radio"/>						<input type="radio"/>
I felt anxiety	<input type="radio"/>						<input type="radio"/>
I felt proud	<input type="radio"/>						<input type="radio"/>
If you are paying attention, check 5 in this question.	<input type="radio"/>						<input type="radio"/>

Page Break

Cognitive impairment - Now, we need you to reflect on your mind state at this moment and rate the following questions with 1 – Strongly disagree to 7 – Strongly agree

	1 – Strongly disagree	2	3	4	5	6	7 – Strongly agree
My Mind is fatigued right now	<input type="radio"/>						<input type="radio"/>
I need to make more mental effort as before the choice	<input type="radio"/>						
I think I have to take a break or do something to recharge my mind	<input type="radio"/>						<input type="radio"/>
I became fatigued until this point of research, and I have less motivation to finish it	<input type="radio"/>						<input type="radio"/>

Page Break

Denial - Now, rate the feelings you are experiencing right now, related to your situation with Coca-Cola. Please rate your agreement with the affirmations with 1 - Low intensity to 7 - High intensity

	1 - Low intensity	2	3	4	5	6	7 - High intensity
On occasion, I have had doubts about my ability to succeed in life.	<input type="radio"/>						<input type="radio"/>
I sometimes feel resentful when I don't get my way	<input type="radio"/>						<input type="radio"/>
If I could get into a movie without paying and be sure I was not seen. I would probably do it	<input type="radio"/>						<input type="radio"/>
On a few occasions, I have given up doing something because I thought too little of my ability	<input type="radio"/>						<input type="radio"/>
There have been times when I felt like rebelling against people in authority even though I knew they were right.	<input type="radio"/>						<input type="radio"/>
I sometimes try to get even, rather than forgive and forget	<input type="radio"/>						<input type="radio"/>
At times I have really insisted on having things my way	<input type="radio"/>						<input type="radio"/>
In this research, I felt like smashing things	<input type="radio"/>						<input type="radio"/>
If you are paying attention, rate 3 in this question	<input type="radio"/>						<input type="radio"/>

Page Break

Manipulation Check - Now, rate your agreement with the following statements ranging from 1 – Strongly disagree to 7 – strongly agree

	1 - I totally disagree	2	3	4	5	6	7 - I totally agree
I felt Excluded by Coca-Cola	<input type="radio"/>						<input type="radio"/>
I felt included by Coca-Cola	<input type="radio"/>						<input type="radio"/>
I felt accepted by Coca-Cola	<input type="radio"/>						<input type="radio"/>
I felt rejected by Coca-Cola	<input type="radio"/>						<input type="radio"/>

Page Break

Control Questions - Still thinking about the Coca-Cola decision, we need you to answer the following questions indicating your level of agreement with the statements with 1 – Totally disagree up to 7 – Totally agree

	1 - I totally disagree	2	3	4	5	6	7 - I totally agree
The research scenario was realistic	<input type="radio"/>						<input type="radio"/>
The survey was difficult	<input type="radio"/>						<input type="radio"/>
If you are paying attention, tick 4 in this question.	<input type="radio"/>						<input type="radio"/>
Overall, I feel like I'm an excluded person.	<input type="radio"/>						<input type="radio"/>
I don't really care about my relationships with brands	<input type="radio"/>						<input type="radio"/>
I want to Punish Coca-Cola	<input type="radio"/>						<input type="radio"/>
I had a previous relationship with Coca-Cola	<input type="radio"/>						<input type="radio"/>
I would change my personality to be accepted by Coca-Cola	<input type="radio"/>						<input type="radio"/>
I was satisfied with the Coca-Cola selection process.	<input type="radio"/>						<input type="radio"/>
I like the Coca-Cola	<input type="radio"/>						<input type="radio"/>
I hate Coca-Cola	<input type="radio"/>						<input type="radio"/>
I would use Coca-Cola to improve my status	<input type="radio"/>						<input type="radio"/>
I think that Coca-Cola represents my ideal self	<input type="radio"/>						<input type="radio"/>
I Would like to have a long-term relationship with Coca-Cola	<input type="radio"/>						<input type="radio"/>

Before you finish and receive your code from Mturk, please provide us with some information about yourself.

Gender

Male

Female

Prefer not to Say

Page Break

APPENDIX D – MANIPULATION STUDY 1C

Study 1c

Start of Block: Brand Exclusion

TCLE

Page Break

In this survey, we want to know which smartphone brands people like the most, so we need to know some information about your style, your relationship with technology and which brand you like the most.

Page Break

Think of all the brands of cell phones you've had throughout your life, you probably had those brands that you didn't like very much, and others that always helped you with what you needed, that helped to record the crucial moments of your life.

With that in mind, we need you to write which smartphone brand you like the most, and which has always been present with you

What is the smartphone brand that has always been with you?

Explain why this brand is so important to you.

Page Break

Now, imagine that you received an email from the smartphone company you like saying the following:

Hello dear customer, I come on behalf of our company to warn you that we will no longer sell our products to customers with the same profile as yours. Our target audience has changed, and from now on, we will only focus on customers that have more to do with our company. You are not part of these customers.

Sincerely, Marketing Manager

Page Break

Your favorite smartphone brand rejected you because you do not match with the ideal consumers. Please, describe below your feelings about the rejection you suffered.

Page Break

Cheat - Now, we need you to reflect about your situation with the smartphone brand that you chose and rate the following questions with 1 – Strongly disagree to 7 – Strongly agree

	1 – Strongly disagree	2	3	4	5	6	7 – Strongly agree
I would change my profile information to increase my chances to be accepted by the smartphone brand that I chose	<input type="radio"/>						<input type="radio"/>
I would provide some unreal information if it increases my chance of being accepted by the smartphone brand that I chose	<input type="radio"/>						<input type="radio"/>
I would artificially increase my status to increase my chances to be accepted by the smartphone brand that I chose	<input type="radio"/>						<input type="radio"/>
I would pretend to be another person to increase my chances to be accepted by the smartphone brand that I chose	<input type="radio"/>						<input type="radio"/>
If you are paying attention, rate 4 in this question	<input type="radio"/>						<input type="radio"/>

Page Break

Emotions - Now, rate the intensity of the emotions you felt during the survey with 1 - Low intensity to 7 - High intensity

	1 - Low Intensity	2	3	4	5	6	7 - High Intensity
I felt sad	<input type="radio"/>						<input type="radio"/>
I felt joy	<input type="radio"/>						<input type="radio"/>
I felt angry	<input type="radio"/>						<input type="radio"/>
I felt excited	<input type="radio"/>						<input type="radio"/>
I felt anxiety	<input type="radio"/>						<input type="radio"/>
I felt proud	<input type="radio"/>						<input type="radio"/>
If you are paying attention, check 5 in this question.	<input type="radio"/>						<input type="radio"/>

Page Break

Cognitive impairment - Now, we need you to reflect on your mind state at this moment and rate the following questions with 1 – Strongly disagree to 7 – Strongly agree

	1 – Strongly disagree	2	3	4	5	6	7 – Strongly agree
My Mind is fatigued right now	<input type="radio"/>						<input type="radio"/>
I need to make more mental effort as before the choice	<input type="radio"/>						<input type="radio"/>
I think I have to take a break or do something to recharge my mind	<input type="radio"/>						<input type="radio"/>
I became fatigued until this point of research, and I have less motivation to finish it	<input type="radio"/>						<input type="radio"/>

Page Break

Fairness - Now, rate the feelings you are experiencing right now, related to your situation with the smartphone brand that you chose. Please rate your agreement with the affirmations with 1 - Low intensity to 7 - High intensity

	1 - Low intensity	2	3	4	5	6	7 - High intensity
The smartphone brand staff help all customers get the outcomes they need without favoring any one group	<input type="radio"/>						<input type="radio"/>
The smartphone brand staff produce desired results for all customers without bias of any kind	<input type="radio"/>						<input type="radio"/>
The smartphone brand staff deliver good outcomes for all customers regardless of who they are	<input type="radio"/>						<input type="radio"/>
In general, the smartphone brand staff deliver reasonable results for all customer	<input type="radio"/>						<input type="radio"/>
I can get the same outcomes as others do	<input type="radio"/>						<input type="radio"/>
If you are paying attention, rate 3 in this question	<input type="radio"/>						<input type="radio"/>

Page Break

Manipulation check - Now, rate your agreement with the following statements ranging from 1 – Strongly disagree to 7 – strongly agree

	1 - I totally disagree	2	3	4	5	6	7 - I totally agree
I felt Excluded by the smartphone brand that I chose	<input type="radio"/>						<input type="radio"/>
I felt included by the smartphone brand that I chose	<input type="radio"/>						<input type="radio"/>
I felt accepted by the smartphone brand that I chose	<input type="radio"/>						<input type="radio"/>
I felt rejected by the smartphone brand that I chose	<input type="radio"/>						<input type="radio"/>

Control question - Still thinking about the the smartphone brand decision, we need you to answer the following questions indicating who do you think is to blame for this situation, with 1 being the company's fault and 7 being my fault

	1 company's fault	2	3	4	5	6	7 my fault
Whose fault is it?	<input type="radio"/>						<input type="radio"/>

Page Break

Control questions - Still thinking about the smartphone brand decision, we need you to answer the following questions indicating your level of agreement with the statements with 1 – Totally disagree up to 7 – Totally agree

	1 - I totally disagree	2	3	4	5	6	7 - I totally agree
The research scenario was realistic	<input type="radio"/>						<input type="radio"/>
The survey was difficult	<input type="radio"/>						<input type="radio"/>
If you are paying attention, tick 4 in this question	<input type="radio"/>						<input type="radio"/>
Overall, I feel like I'm an excluded person.	<input type="radio"/>						<input type="radio"/>
I don't really care about my relationships with brands	<input type="radio"/>						<input type="radio"/>
I want to Punish the smartphone brand that I chose	<input type="radio"/>						<input type="radio"/>
I had a previous relationship with the smartphone brand that I chose	<input type="radio"/>						<input type="radio"/>
I would change my personality to be accepted by the smartphone brand that I chose	<input type="radio"/>						<input type="radio"/>
I would use the smartphone brand that I chose to improve my statu	<input type="radio"/>						<input type="radio"/>
I think that the smartphone brand that I chose represents my ideal self	<input type="radio"/>						<input type="radio"/>
I Would like to have a long-term relationship with the smartphone brand that I chose	<input type="radio"/>						<input type="radio"/>
If I knew exactly the reason for the deletion, I think I would have had a different reaction.	<input type="radio"/>						<input type="radio"/>
If the CEO of the company explained the reason for the exclusion, I would behave differently	<input type="radio"/>						<input type="radio"/>
The process of choosing the brand's customers is not very transparent	<input type="radio"/>						<input type="radio"/>
The customer selection process is unreliable	<input type="radio"/>						<input type="radio"/>

Page Break

Before you finish and receive your code from Mturk, please provide us with some information about yourself.

Age

Gender

- Male
- Female
- Prefer not to Say

End of Block: Brand Exclusion

Start of Block: Brand Inclusion

TCLE

Page Break

In this survey, we want to know which smartphone brands people like the most, so we need to know some information about your style, your relationship with technology and which brand you like the most.

Page Break

Think of all the brands of cell phones you've had throughout your life, you probably had those brands that you didn't like very much, and others that always helped you with what you needed, that helped to record the crucial moments of your life.

With that in mind, we need you to write which smartphone brand you like the most, and which has always been present with you

What is the smartphone brand that has always been with you?

Explain why this brand is so important to you.

Page Break

Now, imagine that you received an email from the smartphone company you like saying the following:

Hello dear customer, I come on behalf of our company to warn you that we will focus in sell our products just to customers with the same profile as yours. Our target audience has changed, and from now on, we will only focus on customers that have more to do with our company. And you are part of these customers.

Sincerely, Marketing Manager

Page Break

Your favorite smartphone brand included you because you match with the ideal consumers. Please, describe below your feelings about the inclusion you suffered.

Page Break

Cheat - Now, we need you to reflect about your situation with the smartphone brand that you chose and rate the following questions with 1 – Strongly disagree to 7 – Strongly agree

	1 – Strongly disagree	2	3	4	5	6	7 – Strongly agree
I would change my profile information to increase my chances to be accepted by the smartphone brand that I chose	<input type="radio"/>						<input type="radio"/>
I would provide some unreal information if it increases my chance of being accepted by the smartphone brand that I chose	<input type="radio"/>						<input type="radio"/>
I would artificially increase my status to increase my chances to be accepted by the smartphone brand that I chose	<input type="radio"/>						<input type="radio"/>
I would pretend to be another person to increase my chances to be accepted by the smartphone brand that I chose	<input type="radio"/>						<input type="radio"/>
If you are paying attention, rate 4 in this question	<input type="radio"/>						<input type="radio"/>

Page Break

Now, rate the intensity of the emotions you felt during the survey with 1 - Low intensity to 7 - High intensity

	1 - Low Intensity	2	3	4	5	6	7 - High Intensity
I felt sad	<input type="radio"/>						<input type="radio"/>
I felt joy	<input type="radio"/>						<input type="radio"/>
I felt angry	<input type="radio"/>						<input type="radio"/>
I felt excited	<input type="radio"/>						<input type="radio"/>
I felt anxiety	<input type="radio"/>						<input type="radio"/>
I felt proud	<input type="radio"/>						<input type="radio"/>
If you are paying attention, check 5 in this question.	<input type="radio"/>						<input type="radio"/>

Page Break

Cognitive impairment - Now, we need you to reflect on your mind state at this moment and rate the following questions with 1 – Strongly disagree to 7 – Strongly agree

	1 – Strongly disagree	2	3	4	5	6	7 – Strongly agree
My Mind is fatigued right now	<input type="radio"/>						<input type="radio"/>
I need to make more mental effort as before the choice	<input type="radio"/>						<input type="radio"/>
I think I have to take a break or do something to recharge my mind	<input type="radio"/>						<input type="radio"/>
I became fatigued until this point of research, and I have less motivation to finish it	<input type="radio"/>						<input type="radio"/>

Page Break

Fairness - Now, rate the feelings you are experiencing right now, related to your situation with the smartphone brand that you chose. Please rate your agreement with the affirmations with 1 - Low intensity to 7 - High intensity

	1 - Low intensity	2	3	4	5	6	7 - High intensity
The smartphone brand staff help all customers get the outcomes they need without favoring any one group	<input type="radio"/>						<input type="radio"/>
The smartphone brand staff produce desired results for all customers without bias of any kind	<input type="radio"/>						<input type="radio"/>
The smartphone brand staff deliver good outcomes for all customers regardless of who they are	<input type="radio"/>						<input type="radio"/>
In general, the smartphone brand staff deliver reasonable results for all customer	<input type="radio"/>						<input type="radio"/>
I can get the same outcomes as others do	<input type="radio"/>						<input type="radio"/>
If you are paying attention, rate 3 in this question	<input type="radio"/>						<input type="radio"/>

Page Break

Manipulation check - Now, rate your agreement with the following statements ranging from 1 – Strongly disagree to 7 – strongly agree

	1 - I totally disagree	2	3	4	5	6	7 - I totally agree
I felt Excluded by the smartphone brand that I chose	<input type="radio"/>						<input type="radio"/>
I felt included by the smartphone brand that I chose	<input type="radio"/>						<input type="radio"/>
I felt accepted by the smartphone brand that I chose	<input type="radio"/>						<input type="radio"/>
I felt rejected by the smartphone brand that I chose	<input type="radio"/>						<input type="radio"/>

Still thinking about the the smartphone brand decision, we need you to answer the following questions indicating who do you think is to blame for this situation, with 1 being the company's fault and 7 being my fault

	1 company's fault	2	3	4	5	6	7 my fault
Whose fault is it?	<input type="radio"/>						<input type="radio"/>

Control Questions - Still thinking about the smartphone brand decision, we need you to answer the following questions indicating your level of agreement with the statements with 1 – Totally disagree up to 7 – Totally agree

	1 - I totally disagree	2	3	4	5	6	7 - I totally agree
The research scenario was realistic	<input type="radio"/>						<input type="radio"/>
The survey was difficult	<input type="radio"/>						<input type="radio"/>
If you are paying attention, tick 4 in this question.	<input type="radio"/>						<input type="radio"/>
Overall, I feel like I'm an excluded person.	<input type="radio"/>						<input type="radio"/>
I don't really care about my relationships with brands	<input type="radio"/>						<input type="radio"/>
I want to Punish the smartphone brand that I chose	<input type="radio"/>						<input type="radio"/>
I had a previous relationship with the smartphone brand that I chose	<input type="radio"/>						<input type="radio"/>
I would change my personality to be accepted by the smartphone brand that I chose	<input type="radio"/>						<input type="radio"/>
I would use the smartphone brand that I chose to improve my status	<input type="radio"/>						<input type="radio"/>
I think that the smartphone brand that I chose represents my ideal self	<input type="radio"/>						<input type="radio"/>
I Would like to have a long-term relationship with the smartphone brand that I chose	<input type="radio"/>						<input type="radio"/>
If I knew exactly the reason for the inclusion, I think I would have had a different reaction.	<input type="radio"/>						<input type="radio"/>
If the CEO of the company explained the reason for the inclusion, I would behave differently	<input type="radio"/>						<input type="radio"/>
The process of choosing the brand's customers is not very transparent	<input type="radio"/>						<input type="radio"/>
The customer selection process is unreliable	<input type="radio"/>						<input type="radio"/>

Page Break

Before you finish and receive your code from Mturk, please provide us with some information about yourself.

Age

Gender

Male

Female

Prefer not to Say

Page Break

APPENDIX E – MANIPULATION STUDY 2

Study 2

Start of Block: Social Exclusion - with Manager

TCLE

Page Break

Introduction In this survey, you will participate in two unrelated studies.

In the first one, we want to test new software to manage our relationship with our customers.

In the second study, we want to know about some of your general consumption habits.

Page Break

Nike wants to have its customers as its main partners and is looking for the best customers.

That's why Nike wants to know you better to become the best partners in this journey to use Nike's news products.

Imagine you as a Nike's partner!

Now, to know if you are a good fit to partner with Nike and join the Nike team, you need to provide some general information about yourself.

Based on that information, Nike employees will evaluate if you can join with the first unique customers to use the new products.

Page Break

Age (Please insert just numbers)

Annual Income In dollars

Now, provide details about your personality to Nike Employees evaluate if your profile fits with Nike's personality.

Point out your agreement with questions with 1 - Totally Disagree to 7 - Totally Agree

	1 - I Totally Disagree	2	3	4	5	6	7 - I Totally Agree
I practice sports	<input type="radio"/>						<input type="radio"/>
I am generally trusting	<input type="radio"/>						<input type="radio"/>
I am relaxed, handles stress well	<input type="radio"/>						<input type="radio"/>
I have few artistic interests	<input type="radio"/>						<input type="radio"/>
I get nervous easily	<input type="radio"/>						<input type="radio"/>
If you are paying attention, rate 2 in this question	<input type="radio"/>						<input type="radio"/>
I like adventures	<input type="radio"/>						<input type="radio"/>
I'm cool	<input type="radio"/>						<input type="radio"/>

Page Break

Now, Nike's employees will generate your score based on your answers.

Page Break



Hello, my name is Mark, I'm the marketing manager from Nike. Now, I'm rejecting your approval for the brand's community. Specifically, you have too low income to be part of the new community.

The brand is undergoing a new market positioning, and your income is meager and you don't fit the profile with your income.

Sorry for the inconvenience, but the reality is that you have a meager income to be accepted in the community and to use our products.

Page Break

Please, describe below your feelings about the rejection you suffered from Nike manager because of your Income.

Page Break

Cheat - Now, we need you to reflect about your situation with Nike and rate the following questions with 1 – Strongly disagree to 7 – Strongly agree

	1 – Strongly disagree	2	3	4	5	6	7 – Strongly agree
I would change my profile information to increase my chances to be accepted by Nike	<input type="radio"/>						<input type="radio"/>
I would provide some unreal information if it increases my chance of being accepted by Nike	<input type="radio"/>						<input type="radio"/>
I would artificially increase my status to increase my chances to be accepted by Nike	<input type="radio"/>						<input type="radio"/>
I would pretend to be another person to increase my chances to be accepted by Nike	<input type="radio"/>						<input type="radio"/>
If you are paying attention, rate 4 in this question	<input type="radio"/>						<input type="radio"/>

Page Break

Emotions Now, rate the intensity of the emotions you felt during the survey with 1 - Low intensity to 7 - High intensity

	1 - Low Intensity	2	3	4	5	6	7 - High Intensity
I felt sad	<input type="radio"/>						<input type="radio"/>
I felt joy	<input type="radio"/>						
I felt angry	<input type="radio"/>						<input type="radio"/>
I felt excited	<input type="radio"/>						<input type="radio"/>
I felt anxiety	<input type="radio"/>						<input type="radio"/>
I felt proud	<input type="radio"/>						<input type="radio"/>
If you are paying attention, check 5 in this question.	<input type="radio"/>						<input type="radio"/>

Page Break

Cognitive impairment - Now, we need you to reflect on your mind state at this moment and rate the following questions with 1 – Strongly disagree to 7 – Strongly agree

	1 – Strongly disagree	2	3	4	5	6	7 – Strongly agree
My Mind is fatigued right now	<input type="radio"/>						<input type="radio"/>
I need to make more mental effort as before the choice	<input type="radio"/>						<input type="radio"/>
I think I have to take a break or do something to recharge my mind	<input type="radio"/>						<input type="radio"/>
I became fatigued until this point of research, and I have less motivation to finish it	<input type="radio"/>						<input type="radio"/>

Page Break

To improve our customer choice service, we need you to provide your information again. To let us know if you can join the exclusive community. Please enter your information again, we will use it to recalculate the result.

Age (Please insert just numbers)

Annual Income In dollars

Profile - Now, provide details about your personality to Nike Employees evaluate if your profile fits with Nike personality. Point out your agreement with questions with 1 - Totally Disagree to 7 - Totally Agree

	1 - I Totally Disagree	2	3	4	5	6	7 - I Totally Agree
I practice sports	<input type="radio"/>						<input type="radio"/>
I am generally trusting	<input type="radio"/>						<input type="radio"/>
I am relaxed, handles stress well	<input type="radio"/>						<input type="radio"/>
I have few artistic interests	<input type="radio"/>						<input type="radio"/>
I get nervous easily	<input type="radio"/>						<input type="radio"/>
If you are paying attention, rate 2 in this question	<input type="radio"/>						<input type="radio"/>
I like adventures	<input type="radio"/>						<input type="radio"/>
I'm cool	<input type="radio"/>						<input type="radio"/>



Manipulation_check Now, rate your agreement with the following statements ranging from 1 – Strongly disagree to 7 – strongly agree

	1 - I totally disagree	2	3	4	5	6	7 - I totally agree
I felt Excluded by Nike	<input type="radio"/>						<input type="radio"/>
I felt included by Nike	<input type="radio"/>						<input type="radio"/>
I felt accepted by Nike	<input type="radio"/>						<input type="radio"/>
I felt rejected by nike	<input type="radio"/>						<input type="radio"/>
The Manager of Nike directly exclude me	<input type="radio"/>						<input type="radio"/>
I don't know who exclude me	<input type="radio"/>						<input type="radio"/>
I was Excluded by a specific person	<input type="radio"/>						<input type="radio"/>
i was excluded by any person that works at Nike	<input type="radio"/>						<input type="radio"/>

Page Break

Control questions - Still thinking about the Nike's decision, we need you to answer the following questions indicating your level of agreement with the statements with 1 – Totally disagree up to 7 – Totally agree

	1 - I totally disagree	2	3	4	5	6	7 - I totally agree
The research scenario was realistic	<input type="radio"/>						<input type="radio"/>
The survey was difficult	<input type="radio"/>						<input type="radio"/>
If you are paying attention, tick 4 in this question.	<input type="radio"/>						<input type="radio"/>
Overall, I feel like I'm an excluded person.	<input type="radio"/>						<input type="radio"/>
I don't really care about my relationships with brands	<input type="radio"/>						<input type="radio"/>
I want to Punish Nike	<input type="radio"/>						<input type="radio"/>
I had a previous relationship with Nike	<input type="radio"/>						<input type="radio"/>
I would change my personality to be accepted by Nike	<input type="radio"/>						<input type="radio"/>
I would use Nike to improve my status	<input type="radio"/>						<input type="radio"/>
I think that Nike represents my ideal self	<input type="radio"/>						<input type="radio"/>
I Would like to have a long-term relationship with Nike	<input type="radio"/>						<input type="radio"/>
If the CEO of Nike explained the reason for the exclusion, I would behave differently	<input type="radio"/>						<input type="radio"/>
The process of choosing the Nike's customers is not very transparent	<input type="radio"/>						<input type="radio"/>
The customer selection process is unreliable	<input type="radio"/>						<input type="radio"/>

Before you finish and receive your code from Mturk, please provide us with some information about yourself.

Gender

- Male
- Female
- Prefer not to Say

End of Block: Social Exclusion - with Manager

Start of Block: Social Exclusion Without manager

TCLE

Page Break

In this survey, you will participate in two unrelated studies.

In the first one, we want to test new software to manage our relationship with our customers.

In the second study, we want to know about some of your general consumption habits.

Page Break

Nike wants to have its customers as its main partners and is looking for the best customers.

That's why Nike wants to know you better to become the best partners in this journey to use Nike's news products.

Imagine you as a Nike's partner!

Now, to know if you are a good fit to partner with Nike and join the Nike team, you need to provide some general information about yourself.

Based on that information, Nike employees will evaluate if you can join with the first unique customers to use the new products.

Page Break

Age (Please insert just numbers)

Annual Income In dollars

Profile questions as previous scenario

Page Break

Now, Nike's employees will generate your score based on your answers.

Page Break

Manipulation - After an evaluation, the Nike employees are rejecting your approval for the brand's community. Specifically, you have too low income to be part of the new community.

The brand is undergoing a new market positioning, and your income is meager and you don't fit the profile with your income.

Sorry for the inconvenience, but the reality is that you have a meager income to be accepted in the community and to use our products.

Page Break

Please, describe below your feelings about the rejection you suffered from Nike employees because of your Income.

Page Break

All measures is equal to previous scenario

End of Block: Social Exclusion Without manager

Start of Block: Social Inclusion With Manager

TCLE

The questions to select consumer to the community was equal to previous scenario.

Page Break



Hello, my name is Mark, I'm the marketing manager from Nike. Now, I'm accepting your approval for the brand's community. Specifically, you have a good income to be part of the new community.

The brand is undergoing a new market positioning, and your income is good and you fit the profile with your income.

Thank for your information, the reality is that you have a good income to be accepted in the community and to use our products.

Page Break

Please, describe below your feelings about the inclusion you suffered from Nike manager because of your Income.

Page Break

All measures was equal to previous scenario

Page Break

End of Block: Social Inclusion With Manager

Start of Block: Social Inclusion Without manager

TCLE

Page Break

All questions to select people to brand community was equal to previous scenario.

Manipulation After an evaluation, the Nike employees are accepting your approval for the brand's community. Specifically, you have a good income to be part of the new community.

The brand is undergoing a new market positioning, and your income is good and you fit the profile with your income.

Thank for your information, the reality is that you have a good income to be accepted in the community and to use our products.

Page Break

Please, describe below your feelings about the inclusion you suffered from Nike employess because of your Income.

Page Break

All measures was equal to previous scenario

