

Title: Posting vs. Refraining: Differences in consumers' beliefs about their and others' achievement sharing behavior on social media

Speaker: Shankha Basu, University of Leeds

Area: Marketing

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Abstract:

Five studies (four preregistered, $N = 1202$) show that consumers believe others share their achievements more frequently on social media than they do. This belief occurs because consumers believe that they are more moral than others. In Studies 1 and 2, participants overestimated others' likelihood of sharing the same achievement (e.g., winning three awards) in a more frequent manner (three separate social media posts vs. a single post). Study 3 showed a managerial implication of the research. Managers overestimated how frequently consumers would engage with a social media campaign involving posting about their donations. Study 4 examined the underlying mechanism of differences in moral character beliefs. Participants in Study 4a believed that they were more moral than others. Consequently, when an agent's moral character was manipulated to be higher in Study 4b, participants thought that the agent would share achievements on social media less frequently. The results document a novel belief that people hold about their and others' achievement-sharing behavior as well as a novel mechanism of moral character judgment.

Speaker Profile:



Shankha Basu is an Associate Professor of Marketing at the University of Leeds. He obtained his PhD in Marketing in 2017 from Nanyang Technological University. Prior to this, he obtained an MBA from S.P. Jain Institute of Management & Research, Mumbai, and worked in the Axis Bank product management team.

Shankha has two broad areas of research interests: (1) Consumer decision-making and (2) culture and consumer behavior. His work has been published in top academic journals such as *Journal of Consumer Psychology*, *Organizational Behavior and Human Decision Processes*, *Psychological Science*, and *Journal of Experimental Psychology: General*. He has also published articles in managerial outlets such as *Harvard Business Review*, *Behavioral Scientist*, and *HBR Guide to Making Better Decisions*.

Webpage Link: <https://business.leeds.ac.uk/departments-marketing/staff/375/shankha-basu>