

JCP Special Issue: CONSUMER PSYCHOLOGY FOR THE GREATER GOOD

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Every day, consumers make a myriad of decisions that have the ability to affect the greater good, which we define as the collective well-being of the broader social group. Such decisions range from deciding whether or not to speak up in the face of unfair practices to accurately reporting one's financial information on their taxes to understanding and empowering vulnerable consumers. Given their broad communal consequences, such decisions are of great interest to a variety of constituencies, including policy makers, non-profits, communities, and marketers, as well as individuals. Accordingly, theory-driven inquiry into the antecedents and consequences of consumer behaviors that serve the greater good offers great theoretical and practical value.

Consumer psychology over the past decades has made substantive contributions to the understanding of consumer behavior; however, research truly motivated by impacting greater good has remained limited. To be clear, there is a difference between research *motivated* by the greater good versus research that is *relevant* to the greater good. In the former, the genesis of the research is a problem motivated by greater good; in the latter, greater good is referenced as possible loosely-related implication drawn from a broader inquiry. This Special Issue in JCP seeks research that fits the former category.

The research could propose novel theories of how to promote greater good, question whether outcomes stereotypically thought of as generating greater good indeed serve the greater good, or even propose downstream problems that a quest for greater good might create. Applications of existing consumer decision making theories to promote the greater good are welcome, but only as long as a greater good problem is central to the paper and the application is consequential.

Some potential (not binding) areas of investigation include:

(1) Contributing to the Greater Good by Helping the Self:

- Promoting personal saving behavior, which reduces the cost of social support
- Promoting personal health and mental well-being, which reduces the cost of social isolation and loneliness
- Promoting personal empowerment, which benefits the larger collective (e.g., standing up to unethical mistreatment from authority)

(2) Overcoming Personal Costs to Promote Contributions to the Greater Good:

- Increasing compliance with contributions to shared resources (e.g., paying taxes)
- Promoting pro-social actions, by individuals and/or by firms, including actions that promote charitable giving, CSR, fair trade, organ donation, and/or sustainability

(3) Contributing to the Greater Good by Fostering Collaboration:

- Reducing negative influences of technology, media, and socio-political trends on violence / aggression / narcissism through consumption/WOM/community choices
- Increasing tolerance / acceptance; increasing willingness to work with diverse others
- Promoting collaboration for collective interests, including the use of technology such as virtual reality, online communities, crowdsourcing/crowdfunding

Submitted manuscripts could either be Research Reports or Research Articles in standard JCP format. All submissions are encouraged to provide complete methodological and other details in accompanying web appendices. If you have specific questions or would like the editors' reaction to a proposed submission, please contact either of the editors at Kelly.Goldsmith@Owen.Vanderbilt.edu or a-labroo@kellogg.northwestern.edu.

Timeline:

Deadline for initial manuscript submission: August 1, 2019

Authors are encouraged to submit manuscripts early and any time before the submission deadline as papers will be evaluated on a rolling basis.