Mayank Anand
Marketing Department
4-165, Carlson School of Management
321, 19th Avenue South
Minneapolis, MN 55455
612-802-9293
anand089@umn.edu
https://carlsonschool.umn.edu/faculty/mayank-anand

EDUCATION

University of Minnesota, Carlson School of Management
Ph.D., Marketing
Committee: Akshay R. Rao (Advisor), Vladas Griskevicius, Alison J. Xu, Christopher Federico (Political Science and Psychology)

Indian Institute of Management, Ahmedabad
MBA, Marketing

Indian Institute of Information Technology
B.Tech, Information Technology

RESEARCH INTERESTS

Consumer Response to Threats, Political Persuasion, Consumer Disgust and Morality, Consumer Religiosity

DISSERTATION

Who Stays and Who Goes: The Impact of Consumers’ Political Ideology and Religiosity on Their Likelihood and Motivation to Boycott

Abstract: It appears that virtually every week, a brand is in the news because some consumers have taken to social media calling for a boycott. Bud Light, Target, Chick-fil-A, Disney and Nike have all faced consumer backlash, not because the product or service failed to meet expectations, but because the brand engaged in an action that violated some consumers’ deeply held moral beliefs. Such boycotts have clear adverse consequences for the brand, ranging from a damage to brand equity to a significant loss of sales and profits.

My dissertation explores this concept of consumers’ moral dissatisfaction, which is different from dissatisfaction due to a product or service failing to meet expectations. Drawing from moral politics theory, I argue that moral dissatisfaction leads to a greater likelihood to boycott among politically conservative and religious individuals, and their motivation to boycott is to punish the brand. Conversely, when politically liberal (and religious) consumers boycott a brand, the boycott is intended to educate the brand.

Following extensive pretesting, I have devised methods to manipulate as well as measure political ideology and religiosity, to study their causal role in the decision to boycott and the
nature of the boycott. I expect my results to be of both theoretical and practical relevance, to brand stewards as well as public policy makers and political campaigns.

I have successfully defended my dissertation proposal and plan to field studies this Summer and Fall, with a final defense anticipated in Spring of 2024.

**Publications**


*Abstract:* To investigate if a behavioral nudge comprising a vaccination opportunity that employs a comparative probe first (i.e., willingness to take a vaccine), reduces vaccine hesitancy, while controlling for political partisanship. A LOGIT regression (N = 1736), was conducted to test the research questions. Overall, the comparative probe yielded a 6% reduction in vaccine hesitancy relative to the typical deliberative probe. Additionally, while vaccine hesitancy varies due to individual political views, the comparative probe is effective at reducing vaccine hesitancy even among the most vaccine hesitant population (i.e., Pro-Trump Republicans) by almost 10% on average. Subtly changing the manner in which the vaccination offer is framed, by asking people to compare which vaccine to take, and not deliberate about whether they would like to take a vaccine, can reduce vaccine hesitancy, without being psychologically taxing or curtailing individuals’ freedom to choose. The nudge is especially effective among highly vaccine hesitant populations such as Pro-Trump Republicans. Our results suggest a costless communication protocol in face-to-face interactions on doorsteps, in clinics, in Pro-Trump regions and in the mass media, that might protect 5 million Americans from COVID-19.

**Working Papers**

That’s (Not) funny: Political Ideology driven differences in Humor Appreciation and Production (with Akshay Rao), under revision for resubmission to the *Journal of Marketing Research*.

*Abstract:* Across five studies (N=2902 participants, including pretests), the authors examine consumers’ appreciation for and production of different types of humor. Data from a large-scale field study (study 1, N=1100) and from Twitter users (study 2, N=200) demonstrates that politically conservative consumers appreciate and produce aggressive humor (that targets other individuals and social groups) more so than liberal consumers. The appreciation of such aggressive humor by conservatives does not apply to other types of humor (e.g., affiliative humor), and seemingly similar forms of humor, such as gallows humor (study 3, N=499). Empirical evidence further shows that conservatives’ appreciation of aggressive humor is driven by their belief that those being targeted by aggressive humor deserve such denigration, because conservative have a stronger belief in system justification (study 4, N=400). The authors also demonstrate that liberals’ preferences for humor, unlike that of conservatives, are labile, and can result in an appreciation of aggressive humor if liberals feel that the target of such aggressive humor is deserving of the opprobrium (study 5, N=400). The findings suggest liberals and conservatives evaluate humor with differing motivations, which has significant implications for what type of humor brands can deploy in both traditional as well as social media.

Truth Bias online: Antecedents of Susceptibility to Deceptive Information (Fake News) in Political Markets (with TzuShuo Wang, Hyerin Han, and Akshay Rao), working paper
Abstract: We examine the degree to which people accept incoming information as true, regardless of its objective veracity. We predict that the tendency to accept information to be true – the truth bias – varies according to the political ideology of the individual and the perceived political ideology of others who a) are contemporaneously exposed to the same information, b) offer a prior assessment of the veracity of the information, or c) might be impacted by the individual’s assessment of the veracity of the information. We find that Conservatives, in the explicit or implied presence of other Conservatives display a higher truth bias, relative to Conservatives in the presence of Liberals, or Liberals in the presence of either Conservatives or Liberals (Study 1). We replicate this effect and demonstrate that it is driven by an enhanced desire to share reality among Conservatives (Study 2). We then observe that this enhanced desire to share reality yields differences in the display of the truth bias among Conservatives when informed of different assessments of the veracity of the information provided by similar versus dissimilar others (Study 3), as well as when they expect to be held accountable for their assessments of the veracity of the information to similar versus dissimilar others (Study 4). Further, alerts about the potential falsity of incoming information by similar others (Study 3) and being accountable to similar others (Study 4) yields higher vigilance among Conservatives. We conclude with some prescriptions regarding how people might be induced to reduce the display of the truth bias, and display higher vigilance, thus protecting themselves from “fake news”.

WORKS IN PROGRESS

Pain-Gain: Impact of Political Ideology and Producer’s Pain On Product Evaluations (with Akshay Rao)

Too Nippy to be Icky: Impact of Physical Cold on Consumers’ Disgust Responses (with Akshay Rao and Alison J. Xu)

Red and Blue Prices: The Impact of Consumers’ Political Ideology on Their Response To Pricing Changes (With Xiao Ling, Sourav Ray, and Mark Bergen)

CONFERENCE PRESENTATIONS


Xianyu Hao, Mayank Anand, TzuShuo Wang, and Akshay R. Rao, “Reducing COVID vaccine hesitancy by inducing a comparative mindset”, Haring Symposium, Indiana University, Bloomington, IN, April 2022.

Mayank Anand and Pritam Banerjee, “Promotion as a tool to Brand Management: How effective are they in the Indian Automotive Sector”, Marketing Conclave, Loyola Institute of Business Management, India, September 2013.

TEACHING INTERESTS

Consumer Behavior, Marketing Research, Marketing Strategy, Branding, Digital Marketing
TEACHING EXPERIENCE

University of Minnesota
Instructor
MKTG 3001 Principles of Marketing (Undergraduate)
  Spring 2021 (Class size: 45)
  Fall 2021 (Class size: 69)

Teaching Assistant
MKTG 3001 (Principles of Marketing)
MKTG 3040 (Buyer Behavior)
MKTG 6055 (Buyer Behavior)
MSMK 6082 (Brand Strategy)

Indian Institute of Management, Ahmedabad, India
Teaching Volunteer (remedial marketing courses)
Student Mentor (marketing placements)

SELECTED HONORS AND AWARDS

• Dissertation Fellowship, Carlson School of Management, University of Minnesota
  - School wide competition awarded based on most promising dissertations
• Ph.D. Student Teaching Award, Carlson School of Management, University of Minnesota
  - School wide award based on teaching evaluation
• Fellow, Haring Symposium, Indiana University
• Henrickson Fellowship, Carlson School of Management, University of Minnesota
  - Awarded to students of the highest academic distinction based on research strength

DOCTORAL COURSEWORK

Marketing:
Goals and Motivation (Kathleen Vohs)
Persuasion and Social Influence (Vladas Griskevicius)
Research Methods in Marketing (Kathleen Vohs)
Attitudes, Beliefs, and Categorization (Barbara Loken)
Behavioral Decision Theory (Akshay Rao)
Consumer Well-being and Happiness (Rohini Ahluwalia)
Consumer Information Processing (Alison Xu)
Pro-seminar in Marketing (Mark Bergen)
Inter-Organization Relations (George John)
Quantitative Modelling (Yi Zhu)

Affiliated Fields:
The Self (Mark Snyder)
Impression Management (Marti Gonzales)
Research Methods in Social Psychology (Alexander Rothman)
Political Psychology (Christopher Federico)
Statistical Methods:
Statistical Analysis (James Burell)
Designing Experiments (Kazeem Adepoju)
Applied Regression Analysis (Sara Algeri)

SERVICE

- Organizer, PhD Summer research Camp, University of Minnesota (2022)
- Organizer, PhD Summer research Camp, University of Minnesota (2021)
- Manager, Online Research Subject Pool, University of Minnesota (2020-2021)
- Manager, Research Subject Pool, University of Minnesota (2019-2020)

INDUSTRY EXPERIENCE

- Consultant, Boston Consulting Group, India (2017-2018)
- Marketing Head, Hospitality Startup, India (2015-2016)
- Branding Intern, Unilever Asia, Singapore (2013)

PROFESSIONAL MEMBERSHIPS

Association for Consumer Research
Society for Consumer Psychology

MISCELLANEOUS

- Google AdWords Certified
- Media Management team, India-Pakistan Peace Initiative 2004