

“DOING GOOD AND HAVING FUN” THE ROLE OF MORAL OBLIGATION AND PERCEIVED ENJOYMENT FOR EXPLAINING FOODSHARING INTENTION

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Abstract

This research focus on a combination of morality and hedonism to explain foodsharing behavior. A modified version of field theory was applied to differentiate the consumer's and provider's perspective. Results confirmed that foodsharing can be explained by moral obligation and perceived enjoyment, even though the latter is comparatively weak.

Theoretical Background

We propose that the combination of moral and hedonic motives plays an important role in the process of foodsharing, which is said to be a form of **pro-social behavior** (Belk 2010).

MORALITY AND HEDONISM

The meaning of **morality and hedonism** for pro-social behavior has been discussed several times, showing that acting moral is strongly connected with experiencing hedonistic pleasure (Schaefer et al. 2001, Szmigin and Carrigan 2005, Lindenberg 2001).

This connection could already been shown in the context of internet-mediated sharing (Bucher et al. 2016): Moral and hedonic motives are significantly higher for people with a strong tendency for non-commercial sharing compared to one that lacks that tendency.

FIELD THEORY

According to field theory (Lewin 1939) behavior is defined by the following formula: **Be = F [P,E]**.

In this theory, behavior takes place in the so called “**field**”, whereas field means the totality of all coexisting facts at the time the behavior occurs.

We argue that food-sharing behavior occurs between at least two persons - **provider and consumer** - and their corresponding fields.

In order to apply Lewin's theory correctly, we investigate the provider's and consumer's perspective of the foodsharing context, by focusing on **moral obligation as one personal factor (P)** and **perceived enjoyment in the foodsharing act as one environmental factor (E)**.

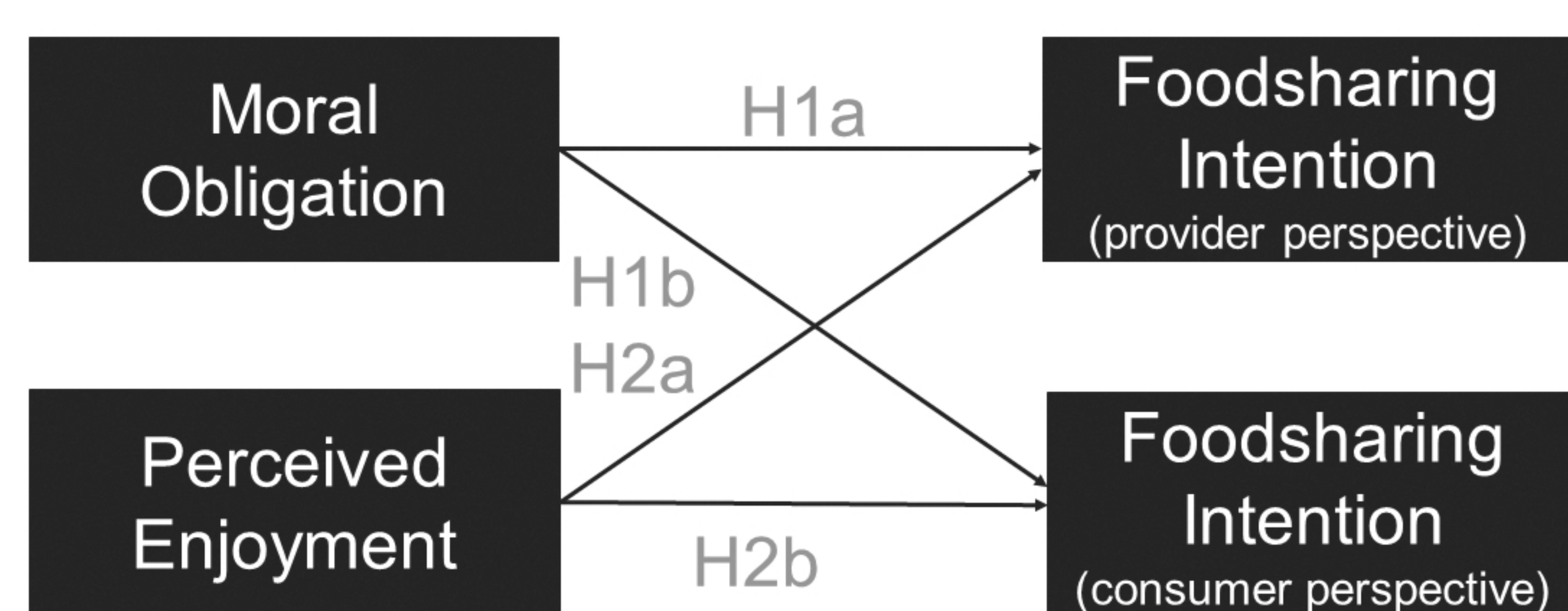


Figure 1: Research model

Based on recent economic literature (e.g. Gollnhofer et al. 2016), we hypothesize the following:

- **H1a:** Moral obligation positively influence the intention to participate in foodsharing as a provider.
- **H1b:** Moral obligation positively influence the intention to participate in foodsharing as a consumer.
- **H2a:** Perceived enjoyment positively influence the intention to participate in foodsharing as a provider.
- **H2b:** Perceived enjoyment positively influence the intention to participate in foodsharing as a consumer.

Materials and Methods

- To test our hypotheses we applied an empirical study. At first, a **pretest** (N=22) was run to test and adjust the measurements.
- In the main study, **928 respondents** took part in an online survey.
- After cleaning the data from implausible answers 587 questionnaires were used for data analysis (87,4% females, $\mu = 31.35$ years; $\sigma = 9.97$ years).

Results

Assessment of the measurement model:

- To assess the **validity and reliability** of the measurement model, standard criteria such as **Cronbachs α** and the **average variance extracted (AVE)** were employed.

Construct	No. of Items	Source of the Scale	Construct Reliability α	Convergence Validity AVE
Moral Obligation (MO)	3	Beck and Ajzen 1991 (modified)	.69	63.9%
Perceived Enjoyment (PE)	4	Van der Heijden 2004 (modified)	.83	65.7%
Foodsharing Intention as provider (FIP)	3	Venkatash 2003	.95	90.2%
Foodsharing Intention as consumer (FIC)	3	Venkatash 2003	.96	91.7%

Table 1: Assessment of the measurement model

- Using the **Fornell-Larcker-Criterion**, the discriminant validity of the used scales could be ensured:

	MO	PE	FIP	FIC
Moral Obligation (MO)	.799			
Perceived Enjoyment (PE)	.351	.811		
Foodsharing Intention as Provider (FIP)	.401	.295	.945	
Foodsharing Intention as Consumer (FIC)	.464	.370	.376	.968

Table 2: Factor correlation matrix with square root of the AVE on the diagonal

Assessment of the structural model:

- The **variance inflation factors (VIF)** gave no reason of concern for multicollinearity, being for each construct below the common used threshold of < 5 .
- The **determination coefficient R^2** is used to assess the predictiveness of the hypothesized model.

Endogenous Constr.	R^2	Hypothesis	Direct Effects	VIF	Path-coefficients β	S.E.	C.R.	Level of Significance
FIP	.25	H1a	MO \rightarrow FIP	1.14	.41	.096	7.094	****
		H2a	PE \rightarrow FIP	1.14	.15	.081	2.733	***
FIC	.36	H1b	MO \rightarrow FIC	1.14	.46	.099	8.130	****
		H2b	PE \rightarrow FIC	1.14	.22	.082	4.339	****

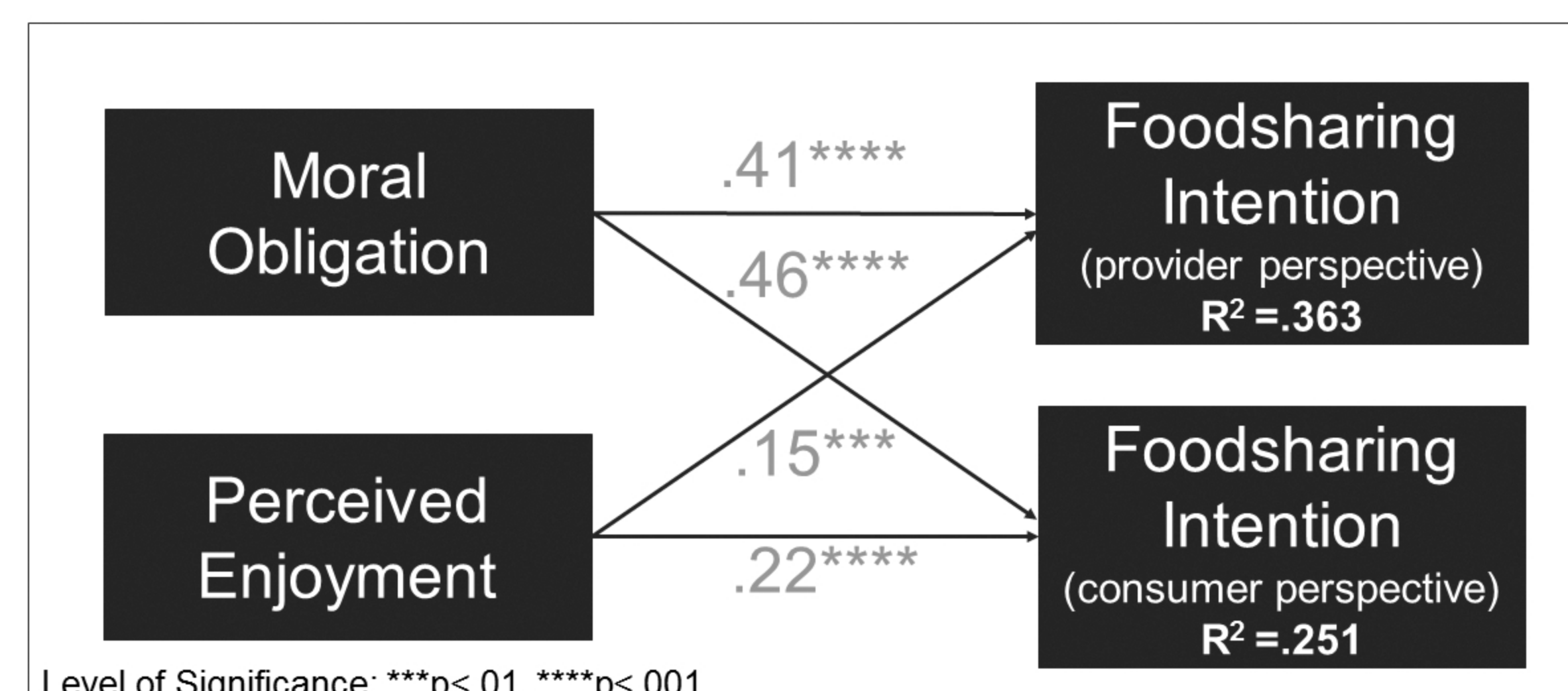
* $p < .10$, ** $p < .05$, *** $p < .01$, **** $p < .001$

Values are standardised estimates.

Table 3: Assessment of the structural model

- The results of the **AMOS-analysis** indicated that moral obligation ($\beta = .46$, $p < .001$) and perceived enjoyment ($\beta = .22$, $p < .001$) significantly predict foodsharing intention as a consumer and explain 36.3% of its variance.

- There were also **significant effects** of moral obligation ($\beta = .41$, $p < .001$) and enjoyment ($\beta = .15$, $p < .001$) for the provider side of foodsharing intention, explaining 25,2% of variance.
- To assess the overall fit of the theoretical model to the observed data, two **goodness-of-fit indices** were used: RMSEA = .052 and GFI = .962 indicate a rather satisfying overall model.
- All hypotheses can be **confirmed**.



Level of Significance: *** $p < .01$, **** $p < .001$

Figure 2: Conceptual model and path coefficients

Conclusion

- Empirical **evidence** for the hypotheses was found, indicating that...
 - foodsharing **can be explained** by moral obligation and perceived enjoyment.
 - These factors explain **more variance** in the behavior of consumers compared to those of providers.
- Foodsharing may seen as a fulfillment of **some higher purpose** and is combined with a **hedonistic journey** for consumers as well as providers of food. This is in line with previous observations, showing that “we may gain pleasure from responding to what we consider to be our moral obligations” (Szmigin and Carrigan 2005, p. 610).
- **Future research** should expand this concept of morality and hedonism with further factors, in order to **deepen the theoretical understanding of sharing practices** and to provide more insights into how pro-social sharing behavior can be promoted.

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