

**From the Commercial to the Communal:  
Reframing Taboo Trade-offs in Religious and Pharmaceutical Marketing**

**A. Peter McGraw  
Janet A. Schwartz  
Philip E. Tetlock**

**References**

- Aaker, Jennifer, Susan Fournier, and S. Adam Brasel (2004), "When Good Brands Do Bad," *Journal of Consumer Research*, 31 (June), 1–16.
- Aaker, Jennifer L., Kathleen D. Vohs, and Cassie Mogilner (2010), "Non-Profits Are Seen as Warm and For-Profits as Competent: Firm Stereotypes Matter," *Journal of Consumer Research*, 37 (August), 224–37.
- Aberle, D. F., A. K. Cohen, A. K. Davis, M. J. Levy Jr., and F. X. Sutton (1950), "The Functional Prerequisites of a Society," *Ethics*, 60 (2), 60–111.
- Aggarwal, Pankaj (2004), "The Effects of Brand Relationship Norms on Consumer Attitudes and Behavior," *Journal of Consumer Research*, 31 (June), 87–101.
- Angell, Marcia (2004), *The Truth about Drug Companies*, New York: Random House.
- Attaway, Jill S., James S. Boles, and Rodger B. Singley (1997), "Exploring Consumers' Attitudes toward Advertising by Religious Organizations," *Journal of Marketing Management*, 13 (Fall/Winter), 71–83.
- Barnett, Andrew H., Roger D. Blair, and David L. Kaserman (1992), "Improving Organ Donation: Compensation versus Markets," *Inquiry*, 29 (3), 372–78.
- Baron, Jonathan, and Mark Spranca (1997), "Protected Values," *Organizational Behavior and Human Decision Processes*, 70 (April), 1–16.
- Bartels, Daniel M. (2008), "Principled Moral Sentiment and the Flexibility of Moral Judgment and Decision Making," *Cognition*, 108 (March), 381–417.
- Beattie, Rich (2005), "Bed, Breakfast, Gas: Inns Try to Coax Their Guests to Keep On Driving," *New York Times*, September 30.
- Belk, Russell (2005). "Exchange Taboos from an Interpretive Perspective," *Journal of Consumer Psychology*, 15 (January), 16–21.

Belk, Russell W., Melanie Wallendorf, and John F. Sherry (1989), "The Sacred and the Profane in Consumer Behavior: Theodicy on the Odyssey," *Journal of Consumer Research*, 16 (June), 1–38.

Berenson, Alex (2006), "A Cancer Drug Shows Promise, at a Price That Many Can't Pay," *New York Times*, February 15.

Bolton, Lisa, Luk Warlop, and Joseph W. Alba (2003), "Consumer Perceptions of Price (Un)Fairness," *Journal of Consumer Research*, 29 (March), 474–91.

Campbell, Margaret C. (1999) "Perceptions of Price Unfairness: Antecedents and Consequences," *Journal of Marketing Research*, 36 (May), 187–99.

——— (2008), "The Role of Inferences of Impact on Perceptions of Price (Un)Fairness." In *Advances in Consumer Research* 35, ed. Angela Y. Lee and Dilip Soman, Duluth, MN: Association for Consumer Research, 253–56.

Campbell, Margaret, and Anna Kirmani (2000), "Consumers' Use of Persuasion Knowledge: The Effects of Accessibility and Cognitive Capacity on Perceptions of an Influence Agent," *Journal of Consumer Research*, 27 (June), 69–83.

Cialdini, Robert B. (2001), *Influence: Science and Practice*, Boston: Allyn & Bacon.

Claxton, Gary, Bianca DiJulio, Benjamin Finder, Eric Becker, Samantha Hawkins, Jeremy Pickreign, Heidi Whitmore, and Jon Gabel (2007), *Employer Health Benefits*, Menlo Park: Henry J. Kaiser Family Foundation, <http://www.kff.org/insurance/7672/>.

Drucker, Peter F. (1989), "What Business Can Learn from Nonprofits," *Harvard Business Review*, 67 (July–August), 88–93.

Durkheim, Emile (1925/1976), *The Elementary Forms of the Religious Life*, London: Allen & Unwin.

Ehrich, Kristine R., and Julie R. Irwin (2005), "Willful Ignorance in the Request of Product Attribute Information," *Journal of Marketing Research*, 42 (August) 266–77.

Fiske, Alan P. (1991), *Structures of Social Life: The Four Elementary Forms of Social Relations*, New York: Free Press.

——— (1992), "The Four Elementary Forms of Sociality: Framework for a Unified Theory Social Relations," *Psychological Review* 99 (October), 689–723.

Fiske, Alan P., and Philip Tetlock (1997), "Taboo Trade-offs: Reactions to Transactions that Transgress the Domain of Relationships," *Political Psychology*, 18 (June), 255–97.

Fournier, Susan (1998), "Consumers and Their Brands: Developing Relationship Theory in Consumer Research," *Journal of Consumer Research*, 24 (March), 343–73.

Friestad, Marian, and Peter Wright (1995), "Persuasion Knowledge: Lay People's and Researchers' Beliefs about the Psychology of Advertising," *Journal of Consumer Research*, 22 (June), 62–74.

Gilbert, Daniel T., and J. Gregory Hixon (1991), "The Trouble of Thinking: Activation and Application of Stereotypic Beliefs," *Journal of Personality and Social Psychology*, 60 (4), 509–17.

Gilbert, Daniel T., Douglas S. Krull, and Patrick S. Malone (1990), "Unbelieving the Unbelievable: Some Problems in the Rejection of False Information," *Journal of Personality and Social Psychology*, 59 (October), 601–13.

Graham, Kevin (2005), "Church's Hummer Prize Too Worldly?" *St. Petersburg Times*, January 10.

Gregson, Nigel, Keiron Sparrowhawk, Josephine Mauskopf, and John Paul (2005), "Pricing Medicines: Theory and Practice, Challenges and Opportunities," *Nature Reviews*, 4 (February), 121–30.

Gross, James J. (1998), "Antecedent and Response-Focused Emotion Regulation: Divergent Consequences for Experience, Expression, and Physiology," *Journal of Personality and Social Psychology*, 74 (1), 224–37.

——— (2002), "Emotion Regulation: Affective, Cognitive, and Social Consequences," *Psychophysiology*, 39 (3), 281–91.

Hahn, R. W. (1989), "Economic Prescriptions for Environmental Problems: How the Patent Followed the Doctor's Orders," *Journal of Economic Perspectives*, 3 (Spring), 95–114.

Haidt, Jonathan (2001), "The Emotional Dog and Its Rational Tail: A Social Intuitionist Approach to Moral Judgment," *Psychological Review*, 108 (4), 814–34.

Haidt, Johnathan, and S. Algoe (2004), "Moral Amplification and the Emotions That Attach Us to Saints and Demons," in *Handbook of Experimental Existential Psychology*, ed. Jeff Greenberg, Sander Koole, and Tom Pyszczynski, New York: Guildford, 322–35.

Halperin, Alex (2006), "Does Big R&D Mean Big Returns? We Check Whether Heavy Research and Development Spending Translates into Stock Performance for Five Companies on the Cutting Edge," *Business Week*, November 22.

Harris, Gardiner (2004), "Price of AIDS Drug Intensifies Debate on Legal Imports," *New York Times*, April 14.

Haslam, Nick (2004), *Relational Models Theory: A Contemporary Overview*, Mahwah, NJ: Erlbaum.

Johar, Gita Venkataramani (2005), "The Price of Friendship: When, Why, and How Relational Norms Guide Social Exchange Behavior," *Journal of Consumer Psychology*, 15 (January), 22–27.

Kahn, Barbara E. (2005), "The Power and Limitations of Social Relational Framing for Understanding Consumer Decision Processes: Comment," *Journal of Consumer Psychology*, 15 (January), 28–34.

Kahneman, Daniel, Jack Knetsch, and Richard Thaler (1986a), "Fairness as a Constraint on Profit Seeking: Entitlements in the Market," *American Economic Review*, 76 (September), 728–41.

——— (1986b), "Fairness and the Assumptions of Economics," *Journal of Business*, 59 (October), 285–300.

Kaiser Health Poll Report (2005), [http://www.kff.org/healthpollreport/feb\\_2005/index.cfm](http://www.kff.org/healthpollreport/feb_2005/index.cfm).

Kenneson, Philip, and James L. Street (1997), *Selling Out the Church: The Dangers of Church Marketing*, Nashville: Abingdon.

Kozinets, Robert V. (2002), "Can Consumers Escape the Market? Emancipatory Illuminations from Burning Man," *Journal of Consumer Research*, 29 (June), 20–38.

Krull, Douglas S. (1993). "Does the Grist Change the Mill? The Effect of Perceiver's Inferential Goal on the Process of Social Inference," *Personality and Social Psychology Bulletin*, 19 (3), 340–48.

Kunda, Ziva (1990), "The Case for Motivated Reasoning," *Psychological Bulletin*, 108 (November), 480–98.

Landes, Elisabeth M., and Richard A. Posner (1978). "The Economics of the Baby Shortage," *Journal of Legal Studies*, 7 (June), 323–48.

Langer, Ellen J., Arthur Blank, and Benzion Chanowitz (1978), "The Mindlessness of Ostensibly Thoughtful Action: The Role of 'Placebic Information in Interpersonal Interaction,'" *Journal of Personality and Social Psychology*, 36 (June), 635–42.

Luce, Mary Frances, James R. Bettman, and John W. Payne (1997), "Choice Processing in Emotionally Difficult Decisions," *Journal of Experimental Psychology: Learning, Memory, and Cognition*, 23 (March), 384–405.

Lueck, Sarah (2003), "Drug Prices Far Outpace Inflation," *Wall Street Journal*, July 10, D2.

Lumsdaine, Arthur A., and Irving L. Janis (1953), "Resistance to 'Counterpropaganda' Produced by One-sided and Two-sided 'Propaganda' Presentations," *Public Opinion Quarterly*, 17 (Fall), 311–18.

Luo, Michael (2006), "With Yoga, Comedy and Parties, Synagogues Entice Newcomers," *New York Times*, April 4.

March, James (1994), *A Primer on Decision Making*, New York: Free Press.

McCullough, Michael E., and Brian L. B. Willoughby (2009), "Religion, Self-Regulation, and Self-Control: Associations, Explanations, and Implications," *Psychological Bulletin*, 135 (1), 69–93.

McDaniel, Stephen W. (1986), "Church Advertising: Views of the Clergy and General Public," *Journal of Advertising*, 15 (March), 24–29.

McDaniel, Stephen W., and John J. Burnett (1990), "Consumer Religiosity and Retail Store Evaluative Criteria," *Journal of the Academy of Marketing Science*, 18 (March), 101–12.

McGraw, A. Peter, and Philip E. Tetlock (2005), "Taboo Trade-offs, Relational Framing and the Acceptability of Exchanges," *Journal of Consumer Psychology*, 15 (January), 2–15.

McGraw, A. Peter, Philip E. Tetlock, and Ori V. Kristel (2003), "The Limits of Fungibility: Relational Schemata and the Value of Things," *Journal of Consumer Research*, 30 (September), 219–29.

McGraw, Kathleen M. (2001), "Political Accounts and Attribution Processes," in *Citizens and Politics: Perspectives from Political Psychology*, ed. James Kuklinski, New York: Cambridge University.

Miller, Vincent J. (2004), *Consuming Religion: Christian Faith and Practice in a Consumer Culture*, New York: Continuum.

Nowlis, Stephen M., Barbara E. Kahn, and Ravi Dhar (2002), "Coping with Ambivalence: The Effect of Removing a Neutral Option on Consumer Attitude and Preference Judgments," *Journal of Consumer Research*, 29 (December), 319–34.

Petty, Richard E., and John T. Cacioppo (1986), *Communication and Persuasion: Central and Peripheral Routes to Attitude Change*, New York: Springer-Verlag.

Petty, Richard E., John T. Cacioppo, and David Schumann (1983), "Central and Peripheral Routes to Advertising Effectiveness: The Moderating Role of Involvement," *Journal of Consumer Research*, 10 (September), 135–46.

Rai, Saritha (2004), "Short on Priests, U.S. Catholics Outsource Prayers to Indian Clergy," *New York Times*, June 13, 1–15.

Rai, Tase Shakti, and Alan P. Fiske (2011), "Moral Psychology Is Relationship Regulation: Moral Motives for Unity, Hierarchy, Equality, and Proportionality," *Psychological Review*, 118 (January), 57–75.

Richtel, Matt (2007), "Thou Shall Not Kill, Except in a Popular Video Game at Church," *New York Times*, October 7, A1.

Rozin, Paul, Laura Lowery, Sumio Imada, and Jonathan Haidt (1999), "The CAD Triad Hypothesis: A Mapping between Three Moral Emotions (Contempt, Anger, Disgust) and Three Moral Codes (Community, Autonomy, Divinity)," *Journal of Personality and Social Psychology*, 76 (April), 574–86.

Schlesinger, Leonard A., and James Mellado (1991), *Willow Creek Community Church*, Cambridge, MA: Harvard Business School.

Shawchuck, Norman, Philip Kotler, Bruce Wrenn, and Gustav Rath (1992), *Marketing for Congregations: Choosing to Serve People More Effectively*, Nashville: Abingdon.

Shiller, Robert J., Maxim Boycko, and Vladimir Korobov (1991), "Popular Attitudes toward Free Markets: The Soviet Union and the United States Compared," *American Economic Review*, 81 (June), 385–400.

Sondak, Harris, and Tom R. Tyler (2007), "How Does Procedural Justice Shape the Desirability of Markets?" *Journal of Economic Psychology*, 28 (January), 79–92.

Symonds, William C. (2005), "Earthly Empires: How Evangelical Churches Are Borrowing from the Business Playbook," *Business Week*, May 23, 79–88.

Tetlock, Philip E. (1981), "Pre- to Post-Election Shifts in Presidential Rhetoric: Impression Management or Cognitive Adjustment?" *Journal of Personality and Social Psychology: Attitudes and Social Cognition*, 41 (August), 207–12.

——— (2002), "Social Functionalist Frameworks for Judgment and Choice: People as Intuitive Politicians, Theologians, and Prosecutors," *Psychological Review*, 109 (July), 451–71.

Tetlock, Philip E., Ori V. Kristel, Beth Elson, Melanie Green, and Jennifer Lerner (2000), "The Psychology of the Unthinkable: Taboo Trade-offs, Forbidden Base Rates, and Heretical Counterfactuals," *Journal of Personality and Social Psychology*, 78 (May), 853–70.

Tetlock, Phillip E., Randall Peterson, and Jennifer Lerner (1996), "Revising the Value Pluralism Model: Incorporating Social Content and Context Postulates," in *Ontario Symposium on Social and Personality Psychology: Values*, ed. Clive Seligman, James Olson, and Mark Zanna, Hillsdale, NJ: Erlbaum, 25–51.

Tuk, Mirjam, Peeter Verlegh, Ale Smidts, and Daniel Wigboldus (2009), "Sales and Sincerity: The Role of Relational Framing in Word-of-Mouth Marketing," *Journal of Consumer Psychology*, 19 (January), 38–47.

Wan, Lisa C., Michael K. Hui, and Robert S. Wyer (2011), "The Role of Relationship Norms in Response to Service Failures," *Journal of Consumer Research*, 38 (2), 260–77.

Weber, Steven, and Philip E. Tetlock (2003), "Futures Trading and the Internet," *New York Times*, August 11, Editorial.

Zhao, Xinshu, John G. Lynch Jr., and Qimei Chen (2010), "Reconsidering Baron and Kenny: Myths and Truths about Mediation Analysis," *Journal of Consumer Research*, 37 (August), 197–206.

Zhong, Chen-Bo, and Katie Liljenquist (2006), "Washing Away Your Sins: Threatened Morality and Physical Cleansing," *Science*, 313 (September), 1451–52.