MARKETING COLLOQUIA

Fall 2026 - Abstract

Jason Lin
PhD Candidate, Marketing (Consumer Behavior)
Boston University, Questrom

Thursday, October 22, 2026
When: 12:00 PM to 1:20 PM
Where: 3730 Walnut Street, Suite 700

CONSUMER TRANSGRESSIONS AGAINST BRANDS

Consumer transgressions involve moral violations in which consumers take advantage of loopholes in brands' return and satisfaction-guaranteed policies or the lack of strict enforcement against password sharing, piracy, shoplifting, wardrobing, coupon stacking, promotion abuse, and fraud. Two research projects examine when consumers engage in transgressions against brands, why they might feel justified, and how marketers can reduce these costly and pervasive behaviors. The first paper draws on the timeless tale of Robin Hood, the legendary outlaw who stands up against injustice, to show how consumers use a Robin Hood justification to legitimize their transgressions against brands. Building on moral foundations theory, this research demonstrates the impact of consumers' ideological beliefs, showing why liberals are more likely to justify transgressions when the moral virtues of fairness and care are cued. The second research project examines consumer transgressions in response to emerging monetization and pricing strategies. This project introduces the concept of "dormant utility," which involves paying to unlock latent features, and identifies the psychological and managerial factors that impact consumer response to this "pay to unlock" monetization method. Taken together, these two projects test factors that can intensify or mitigate consumer transgressions against brands.