

Mayank Anand

Assistant Professor (Marketing), Binghamton University

Marketing (Analytics) Area
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[Faculty Profile on Binghamton University](#)

EDUCATION

University of Minnesota, Carlson School of Management

Minneapolis, MN, USA

Ph.D., Marketing

June 2024

Committee: Akshay R. Rao (Advisor), Vladas Griskevicius, William Hedgcock, Christopher Federico

Indian Institute of Management, Ahmedabad

Ahmedabad, India

MBA, Marketing

May 2014

Indian Institute of Information Technology

Allahabad, India

B.Tech, Information Technology

May 2012

RESEARCH INTERESTS

- Consumers' Socio-Political Beliefs
- Social Media
- Prosocial Decision-making
- Consumer Well-being

WORKS PUBLISHED AND UNDER REVIEW

Hao, Xianyu B., **Mayank Anand**, TzuShuo R. Wang, and Akshay R. Rao. "Reducing COVID vaccine hesitancy by inducing a comparative mindset." *Vaccine*, 40, no. 52 (2022): 7547-7558. ***

Mayank Anand and Akshay R. Rao. "That's (Not) funny: Role of Social Dominance Orientation in Consumer Appreciation and Production of Outgroup-denigrating Humor", in preparation for the *Journal of Consumer Research*.

Mayank Anand and Akshay R. Rao. "Punish or Educate: Political Ideology-driven Differences in Consumers' Motivations behind Disciplining Brand Immorality", under review at the *Journal of Marketing*.

TzuShuo Wang, **Mayank Anand**, Hyerin Han, and Akshay R. Rao. "Truth Bias online: Antecedents of Susceptibility to Deceptive Information (Fake News) in Political Markets", working paper, targeted for the *Journal of Consumer Psychology*. ***

WORKS IN PROGRESS

Mayank Anand, Xiao Ling, Sourav Ray, Daniel Levy, and Mark Bergen. "Red and Blue Prices: The Impact of Consumers' Political Ideology on Their Response to Pricing Changes", working paper in preparation. ***

Mayank Anand and Seth C. Ketron. "Mine Is Culture, Yours Is Ideology: Consumers Appreciate 'Cultural' Products More Than 'Ideological' Products", working paper in preparation. ***

Mayank Anand and Akshay R. Rao. “Pain sells: Pain cues from Producers increases Conservatives’ appreciation of Cultural Products”, in progress (three studies completed).

Mayank Anand. “United we stand (and Moralize): Role of Perceived Support in Product Failure Moralization”, in progress (three studies completed).

Mayank Anand, Alison J. Xu, and Akshay R. Rao. “Too Nippy to be Icky: Impact of Physical Cold on Consumers’ Disgust Sensitivity”, in progress (two studies completed).

*** - [first and second authors contributed equally]

RESEARCH PRESENTATIONS

Mayank Anand and Seth C. Ketron, “Mine Is Culture, Yours Is Ideology: Consumers Appreciate ‘Cultural’ Products More Than ‘Ideological’ Products”, Association for Consumer Research, Washington DC, October 2025 (upcoming).

Mayank Anand, Pradeep Jacobs, TJ Weber, Travis Brodbeck, Yany Gregoire, and Marie Loïuse Radanielina, “Social Beliefs and Consumption: Navigating Complexity in Marketing Research”, Marketing and Public Policy Conference, Washington DC, June 2025.

Mayank Anand and Akshay R. Rao, “Punish or Educate: Political Ideology-driven Differences in Consumers’ Motivations behind Disciplining Brand Immorality”, Marketing and Public Policy Conference, Washington DC, June 2025.

Mayank Anand, “Consumers’ Political Ideology and their Decision-making in the Marketplace”, Invited Guest Talk, Binghamton University Political Science Department, New York, April 2025.

Mayank Anand and Akshay R. Rao, “Punish or Educate: Political Ideology-driven Differences in Consumers’ Motivations behind Disciplining Brand Immorality”, Society for Consumer Psychology, Las Vegas, February 2025.

Mayank Anand and Akshay R. Rao, “Pain sells: Pain cues from Producers increases Conservatives’ appreciation of Cultural Products”, Society for Consumer Psychology, Las Vegas, February 2025.

Mayank Anand and Akshay R. Rao, “Punish or Educate: Political Ideology-driven Differences in Consumers’ Motivations behind Disciplining Brand Immorality”, Interdisciplinary Talks, Binghamton University School of Management, New York, October 2024.

Mayank Anand and Akshay R. Rao, “Pain sells: Pain cues from Producers increases Conservatives’ appreciation of Cultural Products”, Association for Consumer Research, Seattle, October 2023.

Mayank Anand and Akshay R. Rao, “That’s (Not) funny: Political Ideology driven differences in Humor Appreciation and Production”, Society for Consumer Psychology, Puerto Rico, March 2023.

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

TEACHING INTERESTS

- Consumer Behavior
- Marketing Research
- Marketing Analytics
- Brand Management
- Sales Management
- Data-driven Marketing

TEACHING EXPERIENCE

Assistant Professor, Binghamton University

Course Instructor

MKTG 320 Marketing Research	(Undergraduate-level)
Fall 2024	(Class sizes: 49 and 26)
Spring 2025	(Class size: 51)
MKTG 540 Marketing Research	(Graduate-level)
Spring 2025	(Class size: 40)

Ph.D. Candidate, University of Minnesota

Course Instructor

MKTG 3001 Principles of Marketing	(Undergraduate-level)
Spring 2021	(Class size: 45)
Fall 2021	(Class size: 69)

Teaching Assistant (Undergraduate, Graduate, and Executive MBA)

MKTG 3001 Principles of Marketing	(Undergraduate level)
MKTG 3040 Buyer Behavior	(Undergraduate level)
MKTG 6055 Buyer Behavior	(Graduate level)
MKTG 6075 Pricing Strategy	(Graduate level)
MSMK 6082 Brand Strategy	(Graduate level)
CMBA 5861 Customer-centric Marketing	(Executive MBA level)

TEACHING DEVELOPMENT

- Case Teaching Workshop, Harvard University Press
- Digital Storytelling Assignments, CLT, Binghamton University
- Boosting Student Success, CLT, Binghamton University

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

SERVICE

Reviewer (Journals, Conferences, and Textbooks)

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| • Journal of Consumer Marketing | 2024-present |
| • Journal of Business Research | 2024-present |
| • Association for Consumer Research Conference | 2025 |
| • Marketing Research Textbook (<i>Bloomsbury Academic</i>) | 2025 |

Committee Member, SOM, Binghamton University (SUNY)

- Academic Integrity Committee 2024-present

Doctoral program service, University of Minnesota

- Undergraduate Research Pool Manager
 - Hybrid study pool 2023-2024
 - Online study pool 2020-2021
 - Lab study pool 2019-2020
- Research Camp Organizer
 - PhD Summer research Camp 2022
 - PhD Summer research Camp 2021

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)

Psychology and Statistical Methods:

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

INDUSTRY EXPERIENCE

- Consultant, Boston Consulting Group, India 2017-2018
- Marketing Head, Hospitality Startup, India 2015-2016
- Brand Management Trainee, Asian Paints, India 2014-2015
- Branding Intern, Unilever Asia, Singapore 2013

PROFESSIONAL MEMBERSHIPS AND CERTIFICATIONS

- Association for Consumer Research
- Society for Consumer Psychology
- American Marketing Association
- Google AdWords Certified

ABSTRACTS OF SELECTED WORKS

Hao, Xianyu B., **Mayank Anand**, TzuShuo R. Wang, and Akshay R. Rao. "Reducing COVID vaccine hesitancy by inducing a comparative mindset." *Vaccine*, 40, no. 52 (2022): 7547-7558.

Abstract: To investigate if a behavioral nudge comprising a vaccination opportunity that employs a comparative probe first (i.e., which vaccine to take) versus the more commonly used deliberative probe (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.

Mayank Anand and Akshay R. Rao. "That's (Not) funny: Political Ideology driven differences in Humor Appreciation and Production", in preparation for the *Journal of Consumer 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 conservatives 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.

TzuShuo Wang, **Mayank Anand**, Hyerin Han, and Akshay R. Rao. "Truth Bias online: Antecedents of Susceptibility to Deceptive Information (Fake News) in Political Markets", working paper, targeted towards the *Journal of Consumer Psychology*.

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”.

Mayank Anand and Akshay R. Rao. “Punish or Educate: Political Ideology-driven Differences in Consumers’ Motivations behind Disciplining Brand Immorality”, under review at the *Journal of Marketing*.

Abstract: Consumers are boycotting firms at an unprecedented rate, posing a serious threat to their sales, stock value, and brand equity. These boycotts are not driven by product/service dissatisfaction, but moral dissatisfaction. While extant research has focused on liberals’ and conservatives’ likelihood to boycott, relatively little is known about their motivations for boycotting and the moral decision-making involved therein. Based on Moral Politics theory and research on moral decision-making approaches, I propose that conservatives have a higher motivation to punish the brand than to educate it, and conversely, liberals have a higher motivation to educate the brand than to punish it. I hypothesize that these differences are mediated by conservatives’ stronger adherence to absolute moral rights and wrongs (deontology) than liberals, who are more context-driven (consequentialism) in their judgments. I detail the empirical evidence collected so far (three experiments), plans for further investigation, and my expected theoretical contributions and practical implications.