

## **Damned Either Way: On the Role of Inconsistency in Consumer Hypocrisy**

I present evidence for a “Damned Either Way” effect in judgments of consumer hypocrisy. When consumers face trade-offs between acting inconsistently with their past behavior versus acting inconsistently with their underlying values, they get condemned as hypocrites regardless of what they choose. Moreover, I find that observers apply hypocrisy judgments in a motivated fashion, selectively condemning actors for displaying either behavioral-based inconsistency or value-based inconsistency in a self-serving fashion. Implications are discussed.