

出國報告（出國類別：國際會議）

出席消費者研究協會 2015 年亞太研
討會議（The Association For
Consumer Research Asia-Pacific
Conference）出國報告書

服務機關：行政院環境保護署

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摘要

本次消費者研究協會(ACR, Association For Consumer Research)2015 年亞太研討會議由香港大學及香港中文大學共同主辦，研討會主題為「活力整合」(Vibrant Integration)，主旨闡述了為因應數位科技及商用應用的快速發展，各式各樣的消費者文化不斷被重新塑造，此外，消費者行為也因而發展出各種變化，因此，在本次消費者研究協會亞太研討會議之中，就主張以多樣化的視角與主題，來研究消費者在目前這個快速變動的世代所產生的各種行為。

本次會議在總計 3 日的議程之中，共安排了 2 場次專題演講、6 場次的研討會及 1 場次海報發表會，內容涵括了 40 項以上的研討議題，另有近百篇的海報發表。

前開 2 場次專題演講的內容，著重於探討進行消費者行為研究時，研究人員容易產生的各項偏差，以及探討如何在複雜而多樣化的數據中，搜尋並擷取有用的資訊。另外在 6 場次研討會所展現的研究成果，顯示因應全球化及環保意識的提升，許多消費行為的研究，除了以傳統市場導向為主題外，亦融合了環境污染、氣候變遷與災害防治等因素，而且會議中各與會研究團隊顯示的成果，也展示出這些外在環境因素相當程度地影響消費者行為。此外，消費者的決定，也可能成為影響環境品質的原因之一。另外，研討會相關成果中提到，全球化現象對消費者行為也帶來巨大的轉變，當消費者更具全球化意識，或更理解環境污染、氣候變遷帶來的影響時，他們會願意投注更多金額，也更有意願選購環保商品。

另外，綠色高價商品的消費對象，會與一般消費者區隔，其訴求為支持綠色商品及喜歡高端設計品牌的消費者，雖然消費的金額較高，但其所造成的整體效益仍對環境有益；因此後續本署推行的政策，除了兼顧一般普羅消費者的心態，亦可將較高消費金額的消費者心態納入考慮，環保除了是一種基本的生活態度，

也可以成為一種風潮。再者，全球化現象會對消費者行為帶來轉變，如果能培養更多消費者對環境保護及節能減碳的意識，消費者會有更高的意願，或投注更多金額去選購綠色商品，因此建議我國可持續多蒐集相關國外消費者行為上，與綠色商品有關的經驗及評估案例，逐漸發展推動我國國民對優先選購環保標章產品的意識培力。

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一、目的

(一) 緣起

消費者研究協會(ACR, Association for Consumer Research)創立於西元 1969 年，起源是一群研究消費者行為的學者所組成之非正式會議，演變迄今，成為了擁有 1,700 名以上成員的重要國際性民間組織，持續促進學術界、產業界與政府單位之間消費者研究議題的交流與發展。該協會定期於每年度辦理消費者研究議題的國際性會議，其研討議題涵括了社會、經濟、文化、人類學、心理學與環境等各種領域。本屆消費者研究協會所辦理的亞太地區研討會議主題為「活力整合」(Vibrant Integration)，主旨闡述了因應數位科技及商業應用的快速發展，各式各樣的消費者文化不斷被重新塑造，此外，消費者行為也因而發展出各種變化，消費者的決策，也受到了更多樣因素的影響。因此，在本次消費者研究協會亞太地區研討會議之中，就主張以多樣化的視角與主題，來研究消費者在目前這個快速變動的世代所產生的各種行為。茲為了解世界各國對消費者行為及環境保護推動情形，以及消費者行為與環境之間的相互關係，特參加消費者研究協會於 2015 年所辦理之亞太地區研討會議，以作為相關施政制度檢討改進之重要思考方向及參考。

(二) 開會目的

本次開會目的有以下三項：

1. 了解世界各國研究消費者行為的各種實行方式，與相關的評估及研究方法。

並就消費者行為最新的發展議題與趨勢，其與環境保護議題之交互影響及結果，作為我國推動消費者行為與環境保護相關工作之重要參考。

2. 藉由參加該會議及相關研討會議，與會議參與之各國人員交流意見。
3. 蒐集探討與會國家最新相關發展的經驗、案例與相關評估方法。

二、開會行程

本次開會行程自 104 年 6 月 18 日至 104 年 6 月 22 日共計 5 日，開會地點為中國大陸地區香港，開會行程如表一，其詳細會議議程如附錄一。

表一、開會行程

日期	地點	工作內容
104 年 6 月 18 日至 6 月 19 日	臺北至中國大陸地區香港	啟程
104 年 6 月 19 日至 6 月 21 日	香港中文大學工商管理學院	參加研討會議
104 年 6 月 21 日至 6 月 22 日	中國大陸地區香港至臺北	返程

三、開會內容

消費者研究協會 2015 亞太地區研討會議由香港大學及香港中文大學共同主辦，研討會主題為「活力整合」(Vibrant Integration)，其主題也恰巧符合「香港」這個城市，香港給予人的印象是一個充滿能量的環境，其中融合了各種民族、語言與文化，正代表了「活力整合」的精神與意義。本次會議先由第 1 日的開幕酒會拉開序幕，讓與會人員能認識大會的主要承辦人員及主席，以及數位專題演講

的講者。接下來於隔日的議程中，先辦理了 1 場次 2 位學者的專題演講及一系列的研討會，接下來是海報發表研討會，當日晚上則安排了晚宴，使各研究單位及與會人員能齊聚一堂相互交流，第 3 日的議程同樣以 1 場次 2 位學者的專題演講開始，之後以一系列的研討會作結。總計 3 日的議程之中，共有 6 場次的研討會，涵括了 40 項以上的研討議題，近百篇的海報發表，就上列各項議題重點及涉本署職掌內容摘要如下：

(一) 專題演講

專題演講第 1 場由 Professor Darren Dahl(University of British Columbia)及 Professor Angela Lee(Northwestern University)共同舉行，內容著重於探討進行消費者行為研究時，研究人員容易產生的各項偏差，例如專家學者往往容易過度投入於如何進行研究，而忽略了研究議題與實際問題界接的重要性。另說明本次會議主題「活力整合」的起源與定義，活力以及整合兩個詞的意義，很容易個別被理解，但是當活力整合結合為同一個議題時，反而產生了混淆，演講者闡述了活力整合其實是一個很新穎很廣泛有趣的議題，在進行消費者研究的道路上，用更寬闊的思路結合活力整合的概念，不只可以帶入各項影響消費者行為的媒介因素，也更可以重新理解與評估，新的消費者行為模式是如何產生。

專題演講第 2 場由 Professor Mary Frances Luce(Duke University)及 Professor Linda Price(University of Arizona)共同舉行，內容在探討如何於複雜而多樣化的數據中，搜尋並擷取有用的資訊。演講者提到，在研究這些巨量資料時，其重要性並非數據的量有多少，而是如何應用所有的軟硬體設備，從數據中找出線索、趨勢，以對於社會發展，產業經濟、甚至個人生活等各領域，帶來新的發展機會與催生各種創新應用。但是大數據的領域實在是太過廣泛，數據的量也非一般人可以直接進行搜尋與處理，研究者首要的工作反而應該是放慢腳步，以釐清研究的

方向與脈絡，才能從中擷取有意義的數據進行分析。

（二）研討會

1.研討會第一場次

本場研討會議參與主題為「危機管理」，在此議題之分項子題為：用消費進行援助-日本災後的消費情形、可能的未來：政治經濟與環境不確定性產生的消費、消費者是否需要趨動訊息等，研討會重點如下：

- (1)日本在 2011 地震災後，原本預期對原本當地以農、漁產為主的消費模式會有很大的衝擊，但結果發現相較原本災前的消費情形，反而在商品的消費額度及數量上都有提高現象，研究團隊於是針對日本福島地區農、漁產的主要消費族群（限定年齡區間的母親們）進行訪談，發現消費者在災後一開始會擔心當地的農、漁物產品質，但政府如能破除媒體的不實流言，及提出有效的佐證，消費者仍對災區的產品有信心，除此之外，還會有一種援助心理，消費者會認為消費更多的災區產品，是一種幫助災區復原的方式，因此，消費情形反而較災前更活躍。
- (2)政治、經濟和環境的因素會造成消費者行為模式的獨特性，基於這些因素的變動，消費行為有可能會削減有可能會增加。因在進行消費者行為研究時，應該注意探討前開因素造成的影響，其影響之大，可能會激發另一波的消費者革命，或發展出新的政策或新產品。
- (3)發生危機的產品，會對消費者留下心理衝擊，因此也對相關品牌的同產品發生負面影響，然而，研究指出，提供一些驅動消費者的訊息可以協助消費者跨越這些產品危機，這個研究引導出一種「替身效應」，當一個代替原品牌的產品出現時，可以引導消費者回歸市場，甚至重新對原品牌產品進行消費。

2.研討會第二場次

本場研討會議參與主題為「環境關注」，在此議題之分項子題為：規範對保守行為的影響、企業對環境的努力是造成環保或耗損、消費者對綠能的感知等，研討會重點如下：

- (1) 針對消費者對於距離與消費商品的心理狀態，進行相關研究，可以發現當同樣的消費規範對於在地消費者相較於跨區域移動的消費者，會更具效果。研究團隊以連鎖咖啡館作為對象，擇取某女子大學附近的咖啡館以及在交通樞紐地點附近的咖啡館，發現當咖啡館同樣推出某些消費宣傳措施，例如集滿點數可換贈品的活動，在女子大學附近的咖啡館配合宣傳措施的消費者明顯數量較多，消費數量與金額均有顯著提高。
- (2) 就企業對環境友善的行為進行研究，探討企業在強化對環境有益的措施，其結果是更為環保或更為耗損。研究者就高價旅館與低價旅館進行比較，發現當高價旅館與低價旅館同樣宣揚投入各項保措施時，入住高價旅館的消費者其行為會比入住低價旅館的消費者更為環保（研究團隊以是否每日更換毛巾及沐浴用品作為評估基準），但如果旅館在消費者入住時提供一張鼓勵環保措施如不換毛巾，調節冷氣溫度等的宣傳紙卡，入住高價旅館的消費者反而會變得更加耗損資源，入住低價旅館的消費者行為則會變得比較環保。研究團隊分析，認為高價旅館特意要求消費者注重環保時，消費者反而會認為這是在幫助旅館省錢，與自身付出的消費金額價值不符合而不願意配合，故轉而變得更加浪費。
- (3) 對消費者針對所謂綠色價值的感知進行理論驗證。消費者判斷商品是否有所謂了綠色價值，是一個多維度多因子的綜合評估結果，消費者會衡量生態性、商品功能、象徵度、其他消費者的體驗結果及逕行對商品作出價值判斷，因

此針對綠色產品的屬性與管理，可以做其商業應用的多角度研究。

3.研討會第三場次

本場研討會議參與主題為「關心我們的星球」，在此議題之分項子題為：全球化對永續性消費的影響、檢視生態電力的消費行為、跨國有機消費者行為研究、消費者的生理狀態對基因改造食品的消費差異，研討會重點如下：

- (1)有關全球化的影響，研究團隊應用了五項不同的假說進行研究，其成果均顯示出，消費者如果更了解全球化的思想及意識時，會推動消費者更有意願、或願意負擔更高金額的綠色商品。
- (2)澳洲地區的再生電力及永續電力技術發展相當蓬勃，故有研究團隊進行相關的研究，如果將永續性的電力（本案以風力發電為案例）視為一項產品，相關於其他比較不永續或非以再生能源發電的電力，消費者會傾向購買永續性的電力，也願意支付更高的金額購買永續性電力。
- (3)有機產品的消費者，其消費的驅動力始於對有機產品的認同，或對於環境保護的意識，因此有機產品的誠信度會是重要的影響消費者消費意願的因素。研究團隊並針對不同國家間的消費者對有機產品的認同及消費情形進行比較。
- (4)檢視女性消費者的消費習慣，發現在不同生理狀態下，對消費基因改造食品的程度有所不同，比起黃體期，孕期的婦女會更傾向消費基因改造食品，研究團隊尚未對其影響因素的原因為何作出判斷，但結果已顯示出生理狀態的調整，也會影響消費的行為。

4.研討會第四場次

本場研討會議參與主題為「社群媒體」，在此議題之分項子題為：網路購物使用社交媒體、社群媒體的消費者交涉、探討名流人士透過社交媒體的影響-以韓國名流人士酒駕意外為例、加強消費者對社群媒體的參與，研討會重點如下：

- (1)研究顯示，消費者在使用社群軟體的過程中，會不自覺的認同和社群媒體相關的品牌，而這些社群媒體也能透過其廣大的傳播力，增加消費者在網路上的購物意願及購物數量。
- (2)依現有的文獻顯示，透過社群媒體可以展現更多產品的使用動機及購買過程等。研究團隊於是針對消費者如何檢視社群媒體提供的資料，結合非文字語言（圖片）與文字語言（深入訪談）的消費者研究技術：ZMET analysis 進行探討。
- (3)名流人士對於消費者行為有很大的影響力，研究團隊於是就韓國名流人士遭遇酒駕意外的案例，研析其訊息在 Twitter 等社群媒體的傳播情形，其結果提供了很多對社群媒體危機管理的重要觀點與訊息。
- (4)探討了中國大陸地區的社群媒體對當地消費者的影響，研究者以雀巢這個食品品牌為研究對象，探討影響社群媒體行銷的因素，同時研究非傳統食物的品牌策略，研究結果顯示，中國大陸地區針對社群媒體，設定了很多權限的限制，所以如果行銷策略只使用於社群媒體時的成效有限，但釋放的少許消息反而會激起消費者的好奇心，如果能適時提高消費者對社群媒體的使用或參與，其消費的效益會有顯著提高。

5.研討會第五場次

本場研討會議參與主題為「品牌、品牌印象與品牌擴張」，在此議題之分項子題為：品牌名稱的聲音象徵引發的感受、分身品牌的真偽、品牌擴展的成功，研討會重點如下：

- (1)對於奢華的品牌或是類似產品的較低價、基礎品牌，研究團隊檢視消費者對品牌名稱的聲音要素感受度，發現較奢華品牌名稱的感受及架構，設計上會和基礎的品牌產生區隔，此外這樣的區隔還能隱性地維持奢華品牌的排他性。
- (2)研究團隊想了解消費者如何處理類似品牌的負面印象，且如何感知品牌的真偽

度，研究顯示基於不同的因素，機構應該如何合理驅動消費者重新評估品牌的真偽度，可形成一種四步驟的評估過程模式。

(3)研究團隊設定了相關的假設，以確認消費者的情緒是否可以影響品牌的擴展成效。研究結果顯示，如果消費者因為對於某個品牌，不論是行銷效果或是其他記憶上的認知，而在情緒上產生感動或認同時，消費者面可以成為品牌擴展過程中的要素之一，實質上幫助了品牌的擴展成功。

6.研討會第六場次

本場研討會議參與主題為「該放入什麼東西？訊息呈現影響了消費者的選擇」，在此議題之分項子題為：無關的訊息加強了正面印象、同時作出選擇-同時呈現的選項比連續呈現的選項相比會有更好的選擇結果、新產品品質評估及購物排行榜對網路商店的形象影響，研討會重點如下：

(1)在一系列的研究中顯示，無關乎產品本身品質好壞或使用心得的訊息，例如使用者的其他觀點，反而會加強產品的能見度及討論性。原因是當消費者在搜尋有興趣產品的相關訊息時，如果只發現這些無幫助或無關好壞的訊息，消費者會自動結論為表示這項產品沒有負面的使用心得，反而激發了該產品的正面印象。

(2)針對在同時間進行選擇，或連續性的進行選擇，研究團隊發現如果是同時間提供各種選項，消費者會更傾向選擇最佳的產品。研究者探究其背景，認為可能是因為消費者在同時思考各個選擇時，可以提供更佳的審議機制。

(3)不論是在傳統市場或是網路市場中，商店的形象皆導因於行銷成果的展現，研究團隊分析發現，如果有一個具公證性的第三方團體，對市場的某類商店進行排名，可使消費者對網路商店的印象更明確，消費者可以藉由此種排名模式，進行有效的品質評估，同時也會有更高的意願去消費該商店的新產品。

（四）海報展示

本次會議在海報展示中，展示了大量的研究主題及相關研究結果，共有 10 項子議題，包括近百項研究成果展示，各項子議題如下：

- 1.廣告與提升、時尚與設計、品牌與位置。
- 2.關係行銷、服務行銷，消費者滿意度與評估。
- 3.消費者行為有關文化的改變與年齡的變異。
- 4.流暢、具體表達認識、擬人論。
- 5.判斷與決定行銷。
- 6.品牌知覺、品牌所有權及消費者品牌關係。
- 7.線上行銷與社群媒體。
- 8.消費者行為的奢華消費及新方向。
- 9.危機、食物消費、健康行銷、親社會行為與環境議題。
- 10.消費者行為的情緒、動機與心態。

在海報展示結果中，有一批中國大陸的學者進行了有關細懸浮微粒(PM_{2.5})的研究，主題為「清澈的今日但霧濛的明日，PM_{2.5}的影響」，列於「判斷與決定行銷」主題項下，內容提及細懸浮微粒(PM_{2.5})目前在大陸地區為嚴重影響居民生活的空氣污染物，海報展示的研究成果說明了細懸浮微粒(PM_{2.5})在個人的消費行為造成的影響，研究以兩項實驗證明細懸浮微粒(PM_{2.5})會成為消費行為在擇定產品的決定因素之一，當細懸浮微粒(PM_{2.5})濃度上升時，消費者會更傾向消費某項清潔用品，研究團隊說明了因為該研究團隊所在地中國人民大學，位於中國大陸地區北京市，因北京受到細懸浮微粒(PM_{2.5})的影響，導致當地居民的日常生活隨之產生變化，所以研究團隊想要探討細懸浮微粒(PM_{2.5})與消費者行為的關係，結果也證實了環境污染的情況，會和消費者行為產生交互作用。

四、心得與建議

(一) 在參加本次會議前，原預期消費者行為的研究應屬於市場行銷或工商管理下的重要議題，但實際上在參加會議之後，可以明顯感受到因應環保意識的提升，許多消費行為的研究，除了以傳統市場導向為主題外，亦融合了環境污染、氣候變遷等相關的因素，而且會議中各與會研究團隊顯示的成果，也展示出這些外在環境因素相當程度地影響消費者行為。此外，消費者的決定，也可能成為影響環境品質的原因之一，其相互間的交互作用，值得探究，也提供了本署另一個角度去思考，未來推行環境保護相關政策時，市場行銷與消費者的行為亦可列為重要的考慮因子之一。

(二) 本次研討會中，有一研究議題的主旨在研析高價旅館及低價旅館同樣採取對環境有益的措施下，消費者卻可能有不同的行為，而使得最終結果產生變得更環保或更耗損兩個極端情形，研究團隊也選用了一個很有名的子標題：「Green or Greed?」去委婉道出所謂企業的環保，可能其實是建立在想要降低成本的心態上，消費者的著眼點，也不只是在推行環保措施這個概念。在該場次研討會後，曾與研究團隊進行簡短的討論，說明本署目前也在辦理環保旅店計畫，希望訴求旅宿業者不提供給住客拋棄式沐浴備品，減少廢棄物產生。故該研討議題探討高價旅館與低價旅館的消費情形，可以納入本署調整後續計畫的因子，研究團隊也說明，消費者行為是一個很有趣的研究議題，在他的研究項下也顯示了另一個現象，不論種族年齡性別，他們可能在某些意識的驅動下做出一致的決定，希望對於本署的環保旅店計畫有所助益。經過該場研討會顯示，當高價產品賦予環保的意義時，它

所展現的可能是一種時尚，消費者更注意的是這是不是一個足夠高級奢華的品牌，而非哪些措施可以省錢，這個模式亦可以套用在近日引起話題的智能電動機車廠牌 Gogoro，此類精品的消費對象，會與一般消費者區隔，其訴求為支持綠能交通工具及喜歡高端設計品牌的消費者，雖然消費的金額較高，但其所造成的整體效益仍對環境有益；因此後續本署推行的政策，除了兼顧一般消費者的心態，亦可將較高消費金額的消費者心態納入考慮，重點為商品的精緻度、外觀與性能，將環保變成一股新潮流，引領更多民眾崇尚環保，視為一種基本的生活態度。

(三) 值得注意的是，全球化現象對消費者行為也帶來巨大的轉變，在本次研討會中有多項成果均顯示，當消費者更具全球化意識，或更理解環境污染、氣候變遷帶來的影響時，他們會願意投注更多金額也更有意願選購綠色商品，因此建議我國可持續多蒐集相關國外消費者行為上，與綠色商品有關的經驗及評估案例，逐漸發展推動我國國民對優先選購環保標章產品的意識培力。

附錄 1

會議議程與會議重點資料

Program Overview

Friday, 19 June 2015

6:00pm - 8:00pm	AP-ACR Conference Registration (Ballroom II, Hyatt Regency Hong Kong Shatin)
7:00pm - 9:00pm	AP-ACR Welcome Reception (Ballroom II, Hyatt Regency Hong Kong Shatin)

Saturday, 20 June 2015

8:30am - 6:30pm	AP-ACR Conference Registration and Information Desk (CUHK Business School, Ground Floor)
9:00am - 10:00am	AP-ACR Keynote Speech (two keynotes) (CUHK Business School, Lecture Theater 1)
10:00am - 10:15am	Coffee Break (CUHK Business School, Ground Floor)
10:15am - 11:30am	Session 1 (CUHK Business School, Classrooms)
11:45am - 2:00pm	AP-ACR Luncheon
2:00pm-3:15pm	Session 2 (CUHK Business School, Classrooms)
3:15pm - 3:30pm	Coffee Break (CUHK Business School, Ground Floor)
3:30pm - 4:45pm	Session 3 (CUHK Business School, Classrooms)
5:00pm - 6:15pm	Working Paper Poster Session (CUHK Business School, Ground Floor)
7:00pm - 10:00pm	AP-ACR Conference Gala Dinner (Golden Palace Seaview Banquet Hall, Tsim Sha Tsui, Kowloon)

Sunday, 21 June 2015

8:30am - 5:00pm	AP-ACR Conference Registration and Information Desk (CUHK Business School, Ground Floor)
9:00am - 10:00am	AP-ACR Keynote Speech (two keynotes) (CUHK Business School, Lecture Theater 1)
10:00am - 10:15am	Coffee Break (CUHK Business School, Ground Floor)
10:15am - 11:30am	Session 4 (CUHK Business School, Classrooms)
11:45am - 2:00pm	AP-ACR Luncheon
2:00pm - 3:15pm	Session 5 (CUHK Business School, Classrooms)
3:15pm - 3:30pm	Coffee Break (CUHK Business School, Ground Floor)
3:30pm - 4:45pm	Session 6

(CUHK Business School, Classrooms)

Friday, 19 June 2015

AP-ACR Conference Registration

6:00pm - 8:00pm

Ballroom II, Hyatt Regency Hong Kong Shatin

AP-ACR Welcome Reception

7:00pm - 9:00pm

Ballroom II, Hyatt Regency Hong Kong Shatin

Saturday, 20 June 2015

AP-ACR Conference Registration and Information Desk

8:30am - 6:30pm

CUHK Business School, Ground Floor

AP-ACR Keynote Speech (two keynotes)

9:00am - 10:00am

CUHK Business School, Lecture Theater 1

Professor Darren Dahl (University of British Columbia)

Professor Angela Lee (Northwestern University)

Coffee Break

10:00am - 10:15am

CUHK Business School, Ground Floor

Session 1

10:15am - 11:30am

CUHK Business School, Classrooms

- 1.1 Crisis Management (RM201)
- 1.2 Culture Specific Behaviors in Consumer Psychology (LT4)
- 1.3 Choice Sets and Consumption Contexts (LT6)
- 1.4 Consumption (LT5)
- 1.5 Consumer Responses to Multisensory Inputs (LT7)
- 1.6 Influence of Emotional and Cognitive Factors on Consumer Well-being (LT8)
- 1.7 Beauty and Fashion (RM211)

AP-ACR Luncheon

11:45am - 2:00pm

Coach service will be provided.

There will be a brief tour on the Chinese University of Hong Kong campus before going to the restaurant.

Session 2

2:00pm-3:15pm

CUHK Business School, Classrooms

- 2.1 Health and Well-Being (LT7)
- 2.2 Me (We) versus Others: Different Perspectives and Consumer Judgments (RM201)
- 2.3 Environmental Concerns (LT5)
- 2.4 Branding and Loyalty (RM211)
- 2.5 Responses to New Media (LT8)
- 2.6 Conducting Field Experiments in Consumer Research (LT6)

Coffee Break

3:15pm - 3:30pm

CUHK Business School, Ground Floor

Session 3

3:30pm - 4:45pm

CUHK Business School, Classrooms

- 3.1 What Facilitates (or hinders) Self-Regulation Success? (LT4)
- 3.2 Who Am I to You? Social Images and Consumer Decisions (LT5)
- 3.3 Care for Our Planet (LT7)
- 3.4 Information Processing (RM211)
- 3.5 Gamification and Consumer Behavior (RM201)
- 3.6 Self-Concerns and Self-Improvement (LT8)
- 3.7 Mobile Social Networks (LT6)

Working Paper Poster Session

5:00pm - 6:15pm

CUHK Business School, Ground Floor

- Advertising & Promotion, Fashion & Design, Branding & Positioning
- Relationship Marketing, Service Marketing, Consumer Satisfaction and Evaluations
- Culture, Change, and Age Difference in Consumer Behavior
- Fluency, Embodied Cognition, and Anthropomorphism
- Judgement and Decision Making
- Brand Perceptions, Brand Ownership, and Consumer-Brand Relationships
- Online Marketing, Social Media, CSR
- Luxury Consumption and New Directions in Consumer Behavior
- Crisis, Food Consumption, Health Marketing, Prosocial Behavior, and Environmental Issues
- Emotions, Motivations, and Mindsets in Consumer Behavior

AP-ACR Conference Gala Dinner

7:00pm - 10:00pm

Golden Palace Seaview Banquet Hall, Tsim Sha Tsui, Kowloon

The conference gala dinner will be held in "Golden Palace Seaview Banquet Hall" located at: 26/F, iSQUARE, 63 Nathan Road, Tsim Sha Tsui, Kowloon.

Transportation arrangement:

1. Coach service will be provided for the transportation from CUHK School of Business Building to the restaurant. Pick up at CUHK School of Business Building at 6:30pm.
2. You can also use the MTR train to travel between the two locations: University Station -> Hung Hom Station, transfer, Hung Hom Station -> Tsim Sha Tsui East.

Sunday, 21 June 2015

AP-ACR Conference Registration and Information Desk

8:30am - 5:00pm

CUHK Business School, Ground Floor

AP-ACR Keynote Speech (two keynotes)

9:00am - 10:00am

CUHK Business School, Lecture Theater 1

Professor Mary Frances Luce (Duke University)

Professor Linda Price (University of Arizona)

Coffee Break

10:00am - 10:15am

CUHK Business School, Ground Floor

Session 4

10:15am - 11:30am

CUHK Business School, Classrooms

- 4.1 Feelings and Emotions (LT5)
- 4.2 All about Prices: Consumer Characteristics and Responses to Pricing Strategies (LT7)
- 4.3 Social Media (LT4)
- 4.4 Methodological Issues in Data Collection and Data Analyses (LT8)
- 4.5 Brand and Service Failures (RM201)
- 4.6 Framing and Perspectives (RM211)
- 4.7 Antecedents of Consumer Preference for Indulgent/Hedonic Consumption (LT6)

AP-ACR Luncheon

11:45am - 2:00pm

Coach service will be provided.

Session 5

2:00pm - 3:15pm

CUHK Business School, Classrooms

- 5.1 Materialism and Gifting (LT4)
- 5.2 The Influence of Seemingly Irrelevant Factors on Food Consumption (LT5)
- 5.3 Context Matters: Time, Space, and Semantics (LT8)
- 5.4 Ethnographical and Sociological Analyses of Culture (RM211)
- 5.5 Branding, Brand Images, and Brand Extensions (RM201)
- 5.6 Affect versus Reason (LT7)
- 5.7 How Consumers of All Ages Interact with Social Media to Make Social Connections (LT6)

Coffee Break

3:15pm - 3:30pm

CUHK Business School, Ground Floor

Session 6

3:30pm - 4:45pm

CUHK Business School, Classrooms

- 6.1 How Should I Put it? Information Presentation Affects Consumer Choices (LT7)

- 6.2 Cross Cultural Issues in Consumer Behavior (RM211)
- 6.3 Scent, Taste, and Touch: Sensory Information and Product Perception (LT8)
- 6.4 Ownership and Decision Modes (LT4)
- 6.5 Self and Possessions (RM201)
- 6.6 Information Sharing (LT5)
- 6.7 The Effects of Workload, Numeracy, and Framing on Consumer Financial and Health Decision Making (LT6)

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CUHK Business School, Ground Floor

AP-ACR Keynote Speech (two keynotes)

9:00am - 10:00am

CUHK Business School, Lecture Theater 1

Professor Darren Dahl (University of British Columbia)

Professor Angela Lee (Northwestern University)

Coffee Break

10:00am - 10:15am

CUHK Business School, Ground Floor

Session 1

10:15am - 11:30am

CUHK Business School, Classrooms

1.1 Crisis Management

Room: RM201**Chair:** Shuji Ohira, Chiba University of Commerce, Japan

1. Consuming to Help—Post-Disaster Consumption in Japan

Sumire Stanislawski, Tokyo International University, Japan*

Shuji Ohira, Chiba University of Commerce, Japan

Yasushi Sonobe, Toyo University, Japan

An exploratory analysis of Japanese consumer behavior following the 2011 earthquake, tsunami, and nuclear accident disaster found that respondents preferred ethical (ouen) consumption to other helping behaviors, that the media played a significant role in shaping perceptions of safety, and that the type of empathy triggered led to differing responses.

2. Possible Futures: Consumption in light of Political, Economic, and Environmental Uncertainty

Edward Ramirez, University of Texas - El Paso*

Saeed Tajdini, University of Texas - El Paso

A series of thought experiments examines solutions to militate against ecological disaster. Political, economic, and environmental factors create an array of possible futures. Depending on the level of change, consumption could be eradicated or enhanced. Concerned stakeholders should consider possible futures, when consuming, invoking revolution, and developing policies and products.

3. Do Consumers Need a Signal to Move on? The Effect of Punishing a Scapegoat in Cluster Product-Harm Crisis

Xuan Zhang, China University of Petroleum, Beijing, China

Hongxia Zhang, Peking University, China*

Jing Lei, University of Melbourne, Australia

Cluster product-harm crises have deep psychological impacts on consumers, leading to negative influences on involved brands. However, little research deeply investigates signaling factors which could get consumers over such crises. This research introduces “scapegoating effect”, discussing how the existence of a scapegoat brand could drive consumers back to the market.

4. The Impacts of Transgression Relevance and Severity on Endorsements

Joseph W. Chang, Vancouver Island University, Canada*

Endorsed brand evaluations are moderated by transgression severity and relevance, whereas endorser evaluations are exclusively affected by transgression severity. In other word, transgression severity affects endorser and endorsed brand evaluations, whereas transgression relevance moderates endorsed brand evaluations only. Specifically, severe and relevant transgressions are most detrimental to endorsed brand evaluations.

1.2 Culture Specific Behaviors in Consumer Psychology

Room: LT4

Chair: Bernd Schmitt, Columbia University, USA

1. Desirable brand images in East Asia and their determinants: Analyses from a large-scale consumer survey

Bernd Schmitt, Columbia University, USA*

Kamel Jedidi, Columbia University, USA

Data analyses from the 2013 “ACI Pan-Asian Wave Study” indicate that brand images in developed markets are uniform across markets, and largely driven by experiential needs. However, the images are different for emerging markets, where both experiential and functional needs are important for local and global brands.

2. An Artifact Analysis on American Culture through Peanuts Comic Strips (1950 - 1999)

Nicha Tanskul, Sasin Graduate Institute of Business Administration, Chulalongkorn University*

Yupin Patara, Sasin Graduate Institute of Business Administration, Chulalongkorn University*

This artifact analysis of a randomly selected set of Peanuts comic strips from the year 1950 to 1999, 250 comic strips, was investigated. The results demonstrated an important connection between institutions and practices in shaping culture where political, economic and social factors influence the American cultural orientation.

3. Beyond Economic Return on Investment: Interpretation of Investor Practice through Cultural Capital Factor

Arunnee Punnanitnont, Faculty of Management, Kwon Keon University, Thailand*

Pensri Jaroenwanit, Department of Marketing, Khon Keon University, Thailand

Nopporn Ruangwanit, Thammasat University, Thailand

Investment practices beyond economic can reflect the self and cultural capital. From in-depth interviews, evaluate of investing practice from a sacred aspect toward object. The different cultural capital will serves distinguish practice. Finally, found that practice can tell a story with cultural capital through the valued object of their own.

4. The roles of legitimacy concerns, authenticity and income level in international supermarkets

Martin J Liu, Nottingham University Business School China*

Jun M Luo, Nottingham University Business School China

Ruizhi Yuan, Nottingham University Business School China

The empirical study addresses how store loyalty can be achieved via legitimacy and authenticity in Chinese retailing context. It extends institutional theory by examining the mediating effects of legitimacy and authenticity. Income as a moderating effect strengthening authenticity and store loyalty relationship is also extended in the model.

1.3 Choice Sets and Consumption Contexts

Room: LT6

Chair: Meng-Hua Hsieh, Penn State University

1. Ethically Deployed Defaults: Transparency And Consumer Protection Via Disclosure And Preference Articulation

Mary Steffel, University of Cincinnati, USA
 Elanor F. Williams, University of California, San Diego, USA
 Ruth Pogacar, University of Cincinnati, USA*
 Ana Figueras, University of Florida, USA

Four experiments show that defaults can be effective when disclosed, regardless of whether the default benefits the business instituting it or the individual's or society's interests. However, an intervention designed to weaken the default by encouraging preferences articulation before choosing attenuates defaults benefitting business while leaving intact defaults benefitting society.

2. The Upside of Choice-Set Un-categorization

Tao Tao, The Chinese University of Hong Kong, HK, CHINA*
 Leilei Gao, The Chinese University of Hong Kong, HK, CHINA

Three experiments demonstrated that under experiential shopping orientation, un-categorized choice set would enhance the arousal state, thereby increasing perceived pleasure, and as a result, increase choice evaluation and shopping experience. Further, this positive un-categorization effect occurred when the products were presented visually in pictures rather than verbally in texts.

3. The complete guide to surviving that long-haul flight: How consumers deal with captive consumption contexts

Stephanie Feiereisen, Cass Business School, City University London, United Kingdom*
 Vince-Wayne Mitchell, Cass Business School, City University London, United Kingdom
 Thorsten Hennig-Thurau, University of Münster, Germany

Using a thematic analysis of online blogs and forums, we 1) conceptualize consumer captivity, a valuable concept disregarded in prior work, 2) identify the problems caused by captive consumption contexts, and 3) develop a typology of the strategies consumers use to deal with captive consumption situations.

4. Flexibility Matters: The Effect of Exposure to High Variety on New Product Evaluations

Zixi Jiang, UNSW Business School, University of New South Wales, Australia*
 Jing Xu, Guanghua School of Management, Peking University, China
 Ravi Dhar, Yale School of Management, Yale University, USA

This research examines the subtle effect of exposure to high variety on consumer evaluations of unrelated new products. Five studies demonstrate that the exposure to high variety induces cognitive flexibility, which in turn leads to more favourable evaluations for new products.

1.4 Consumption

Room: LT5

Chair: Giana Eckhardt, University of London, UK

1. Controlled 'Letting Go': Young Women's Alcohol Preloading Behaviour

Emma Dresler, Massey University, New Zealand*
 Margaret Anderson, Massey University, New Zealand

This research applies the Bakhtin's theory of carnival to examine the social and cultural contexts of young women's carnivalesque ritual alcohol consumption. The preloading activities were characterised by high levels of control to ensure they enjoy the collective euphoria, but to come away from it unscathed to repeat the ritual.

2. Liauid Consumtion

Giana Eckhardt, Royal Holloway, University of London, UK*
Fleura Bardhi, City University of London, UK

We introduce the construct of liquid consumption, and explicate what its defining characteristics are. We outline the boundary conditions of liquid consumption, and explain why a liquid perspective is needed within consumer research and how it will transform key constructs, such as materiality, the nature of relationships, and ethical consumption.

3. Are All Teasers Created Equal? The Effectiveness of Sampling Experiences on Desire for the Target Product

Yanping Tu, University of Chicago, USA*
Christopher Hsee, University of Chicago, USA

Marketers commonly provide consumers with free samples to induce them to purchase the target products. We find the effectiveness of this practice depends on two critical factors: whether the samples are placed outside or inside the target products and whether consumers have a prior expectation to consume the target products.

4. Brands at The Point of No Return: Understanding #DRESSFORYOURSELFIE Culture as Post-Postmodern Branding Paradigm

Vimviriya Limkangvanmongkol, University of Illinois at Chicago, USA*

This research examines #DRESSFORYOURSELFIE contest as a case study that the brand uses selfie-related activities responding to the post-postmodern branding paradigm. Three emerging themes: consumers as citizen-consumers, selfie as post self into being and Instagram as a play place, explain why the selfie culture provides an avenue for brands to reconnect with consumers.

1.5 Consumer Responses to Multisensory Inputs

Room: LT7

Chair: Rhonda Hadi, University of Oxford, UK

1. Virtual Touch: How Computer Interfaces Impact Consumer Choice

Hao Shen, The Chinese University of Hong Kong, China
Meng Zhang, The Chinese University of Hong Kong, China*
Aradhna Krishna, University of Michigan, USA

Nowadays consumer decisions are made on different computer devices. We show that a touch interface (i.e., when users touch the screen using their fingers, like an iPad) facilitates the choice of an affect-laden alternative over a cognitively-superior one, as compared to a non-touch interface (e.g., a desktop with a mouse).

2. Positive, Energetic Multisensory Stimuli: When Ads Can Hurt Your Brand

Nancy Puccinelli, University of Oxford, UK*
Keith Wilcox, Columbia University, USA
Dhruv Grewal, Babson College

The effects of multi-sensory cues are often assumed to be static. This research demonstrates that cues that typically lead consumers to feel positive and upbeat, can create cognitive conflict among sad consumers that renders the stimuli difficult to process and leads to more negative brand attitudes.

3. Boost the Brightness, But Turn Down the Volume: Cross-modal Compensation for Meta-Sensory Homeostasis

Rhonda Hadi, University of Oxford, UK*
Lauren Block, Baruch College, USA
Suresh Ramanathan, Texas A&M University, USA

We demonstrate that individuals exposed to sensory stimuli sufficiently above their optimal homeostatic level in one sensory mode (e.g., audition) seek under-stimulation in other sensory modes (e.g., vision, olfaction) in order to achieve meta-sensory balance, and this has meaningful behavioral consequences on consumer choices and evaluations.

4. Discussant

Rashmi Adaval, Hong Kong University of Science and Technology*

Rashmi is the discussant, there is no fourth paper.

1.6 Influence of Emotional and Cognitive Factors on Consumer Well-being

Room: LT8

Chair: Hyewon Cho, University of Illinois at Urbana-Champaign, USA

1. Feeling Empty? Comfort-seeking and finding Meaning through Consumption

Hyewon Cho, University of Illinois at Urbana-Champaign, USA*

Ravi Mehta, University of Illinois at Urbana-Champaign, USA

This research advances current understanding of ‘feeling of emptiness’ (FOE) and its influence on consumption. It is demonstrated that FOE arises from reduced social-connectedness and leads to loss of shared meaning in one’s life. Further, providing an individual with the opportunity to do something meaningful reduces potentially harmful over-consumption.

2. How Feelings of Envy Promote Innovation Adoption

Jaeyeon Chung, Columbia University, USA*

Leonard Lee, National University of Singapore, Singapore

Three experiments show that when consumers experience envy, they are more likely to adopt innovation in order to repair their threatened self-concept. This tendency is especially pronounced among consumers who attend to their feelings, as they experience envy more intensely and are thus more motivated to alleviate these negative feelings.

3. Motivated Hypochondriacs: Disease Labels Shape Health Perceptions

Chiara Longoni, New York University, USA*

Geeta Menon, New York University, USA

Four studies on the influence of disease labels on health perceptions explore the interplay of categorization-based biases and self-protection motives. The presence (vs. absence) of a label is associated with higher risk estimates when the label signals a mild (vs. severe) ailment. Defensiveness moderates and disease threat mediates the effect.

4. Discussant

Leonard Lee, National University of Singapore, Singapore*

Drawing upon the findings across these three papers, we will discuss comparative as well as overarching issues pertaining to the antecedents of well-being. Comments and suggestions from the audience will be sought so as to enhance the session’s interactivity and the discussion’s overall quality.

1.7 Beauty and Fashion

Room: RM211

Chair: Xiaoyu Zhou, ShanghaiTech University

1. Idealized Body Image and Social Media Effects on Young Male Consumers: An Exploratory Study

Angela Mak, Monash University, Australia*

Wonsun Shin, Nanyang Technological University, Singapore*

This exploratory study on the role of social media effects identified key factors related body image concerns such as affective responses to image ads and susceptibility to informative peer influence and predicted the likelihood to engage in body image behaviors among young male consumers through an online survey.

2. Pursuit of Beauty: The Cultural Divide

Shilpa Madan, Nanyang Technological University, Singapore*
 Shankha Basu, Nanyang Technological University, Singapore
 Elison Lim, Nanyang Technological University, Singapore
 Sharon Ng, Nanyang Technological University, Singapore

Across three studies, we investigate the beauty obsession that is touching unprecedented heights in Asia. We show that Easterners/interdependents are more prone to using appearance-enhancing products to adhere to societal norms. Replicated across contexts, this effect is sequentially mediated by conformity and self-discrepancy, i.e. gap between ideal standards and self-image.

3. Seeing Attractive Images of Females and Being Nicer

Xiuping Li, National University of Singapore, Singapore
 Meng Zhang, The Chinese University of Hong Kong, China
 Feifei Huang, The Chinese University of Hong Kong, China*

This research finds that incidental exposure to physically attractive female images makes young females act more pro-socially. It is demonstrated that such a tendency is moderated by the level of visibility of the action indicating that the effect is driven by a heightened motive to foster favorable impressions from others.

AP-ACR Luncheon

11:45am - 2:00pm

Coach service will be provided.

There will be a brief tour on the Chinese University of Hong Kong campus before going to the restaurant.

Session 2

2:00pm-3:15pm

CUHK Business School, Classrooms

2.1 Health and Well-Being

Room: LT7

Chair: Silvia Heideker, University of Erlangen-Nuremberg, Germany

1. The effect of familiarity and dread on health risk perception

Silvia Heideker, University of Erlangen-Nuremberg, Germany*
 Martina Steul-Fischer, University of Erlangen-Nuremberg, Germany

Health risk perception is elementary for explaining health behavior. Familiarity and dread are important factors for explaining perceived risk. We experimentally analyze health threat in terms of dread and familiarity on health risk perception. Our results show that unfamiliarity increases health risk perception with dread as mediator.

2. Beyond Intentions: How Emphasizing Social Consequences in Health Messages Influences Temporal Proximity and Vulnerability to Negative Health Outcomes and Leads to Less Favorable Consumption Experiences

Mitchell Murdock, University of South Carolina, USA
 Priyali Rajagopal, University of South Carolina, USA*

We examine the effects of graphic warnings that highlight the social consequences of negative health outcomes and

demonstrate that social (versus health) consequences lead to greater perceived temporal proximity of and increased vulnerability to the health outcome. Additionally, we demonstrate that adding social consequences alters perceptions of actual consumption experiences

3. Conspicuous Consumption and Subjective Well-Being: A Bi-Motive Explanation

Mohua Zhang, University of Grenoble Alpes, CNRS, CERAG, F-38040 Grenoble and Kedge Business School, Marseille, France*

Dwight Merunka, Aix-Marseille University, CERGAM EA 4225, Aix-Marseille Graduate School of management - IAE, and Kedge Business School, France*

We empirically test Shrum et al.'s (2013) theoretical proposition and demonstrate through three studies that the direction of the impact of conspicuous consumption on consumers' subjective well-being depends on consumers' motive to use the product as a self-signal or as an other-signal to others.

4. The Moderating Role of Responsible Financial Behaviors on Materialism and Subjective Well-Being: Theory Development and Cross-Cultural Replication

Ada Leung, Pennsylvania State University, USA*

Jiayun (Gavin) Wu, Savannah State University, USA

Huimin Xu, The Sage Colleges, USA

Jeff Wang, City University of Hong Kong

We explored the buffering role of responsible financial behaviors against the potentially deleterious effects of materialism. This research suggested that the relation between negative association between materialism and standard of life satisfaction was the strongest among people who exhibit lower and moderate level of responsible financial behaviors, then influence their subjective well-being.

2.2 Me (We) versus Others: Different Perspectives and Consumer Judgments

Room: RM201

Chair: Jing Zhang, San Jose State University, USA

1. Self-Focused or Other-Focused Appeal? Impacts of Non-Profit Organization Type and Cultural Differences on Cause-Related Marketing

Pei-Chi Chen, National Sun Yat-sen University, Taiwan*

Chun-Tuan Chang, National Sun Yat-sen University, Taiwan

This research examines the effects of national culture and the type of Non-profit Organization on two types of advertising appeals for cause-related marketing (CRM). We find a significant three-way interaction between advertising appeal, NPO type and national culture, which impacts both purchase intention and attitudes towards the sponsoring firm.

2. The Role of Self-Regulatory Focus in the Effectiveness of Actor's vs. Observer's Visual Perspective

Jing Zhang, San Jose State University, USA*

Xiaojing Yang, University of Wisconsin - Milwaukee, USA

Two experiments indicated that when an actor's (observer's) perspective is used to portray a product in an ad, promotion- (prevention-) focused individuals report more favorable product evaluations compared to prevention- (promotion-) focused individuals. The results were interpreted in light of regulatory visual perspective fit, assessed by internal vs. external thoughts.

3. Inequality aversion: The self-other perspective

Ritesh Saini, University of Texas at Arlington

Zhiyong Yang, University of Texas at Arlington*

In this paper we examine how inequality-aversion varies as a function of self vs. other-relevant decisions. We find that people are more inequality averse when decisions are about others versus about themselves. We attribute this difference to invocation

of a relationship norm, which values equality, when deciding for others.

4. The Psychology of Judicial Decision-Making: Ingroup/Outgroup Biases in Juror Verdicts and Sentences

Rod Duclos, Hong Kong University of Science and Technology
Geetanjali Saluja, Hong Kong University of Science and Technology*

This paper explores a juror-plaintiff relationship to show that biases pertaining to the plaintiff's group status (ingroup vs. outgroup) can affect sentencing decisions with regards to the defendant. We also demonstrate that this bias can be mitigated, or even reversed, by increasing the perceived credibility of the plaintiff.

2.3 Environmental Concerns

Room: LT5

Chair: Huawei Zhu, Wuhan University, China

1. Does Relationship Matters? Anthropomorphism and Conservation Behavior

Huawei Zhu, Wuhan University, China*
Nancy Wong, University of Wisconsin - Madison, USA

We extend research on anthropomorphism in environmental conservation by introducing social attachments to explore the relationship between mankind and nature. Across three studies, we find that humanizing an environmental object as someone with close relationships with us was more effective in enhancing our conservation behaviors.

2. The Influence of Descriptive Norm on Conservation Behavior: The Moderating Role of Construal Level

Yuhosua Ryoo, Korea University, South Korea*
Young Shin Sung, Korea University, South Korea
Yongjun Sung, Korea University, South Korea
Na Kyong Hyun, Korea University, South Korea

This research proposed spatial distance, a dimension of psychological distance, as an underlying mechanism of the distinctive effect of provincial norms (vs. general norms) by examining the moderating role of Construal Level Theory. The Findings demonstrated that provincial (general) norms are more effective when paired with low (high) construal level.

3. Please Turn Off the Lights: Perception of Firms' Environmental Efforts as Green or Greed

Aradhna Krishna, University of Michigan, USA
Brent McFerran, Simon Fraser University, CANADA*
Wenbo Wang, Hong Kong University of Science and Technology

Several conservation efforts by firms also result in cost savings for the firm. We demonstrate that consumers believe the same activity is motivated more by green (versus greed) when done by a firm with a high price image. This belief drives the consumer's actual green behavior in a field experiment.

4. Conceptualizing Customer Perceived Green Value as a Second-order Formative Construct

Ruizhi Yuan, Nottingham University Business School China*
Martin J Liu, Nottingham University Business School China
Jun M Luo, Nottingham University Business School China
Alain Yee Loong Chong, Nottingham University Business School China

This research provides the theoretical framework for conceptualizing definition and dimensions of customer perceived green value (PGV). We found that PGV is a multidimensional formative construct that includes ecological, functional, symbolic, experiential and epistemic values. In addition, the findings have implications for business practices in managing different green product attributes.

2.4 Branding and Loyalty

Room: RM211

Chair: Joseph W. Chang, Vancouver Island University, Canada

1. The Effect of Relational bonds, Trust, and Switching Costs on Loyalty — The Moderating Role of Gender

Lee Chi-Hsun, Department of Business Management, National United University, professor. R.O.C.

Chen Etta Y. I., College of Management, Yuan Ze University, Assistant professor. R.O.C.

Su Jui-Lien, College of Management, Yuan Ze University, Doctoral Candidate. R.O.C.*

This paper discusses how service providers apply the three types of relational bonds (stimulus) to influence customer trust and perceived switching costs (organism) and ultimately promote customer loyalty (response).

2. Capturing Rainbow Men's Hearts: A Mediated Moderation Model of Brand Gay Image, Brand Attachment and Gay Identity

Hao Wang, Department of International Business, National Taiwan University, Taiwan*

Heng-Chiang Huang, Department of International Business, National Taiwan University, Taiwan

Ming-Huei Hsieh, Department of International Business, National Taiwan University, Taiwan

Many brands adapt homoerotic image strategy to pursue success. Using a hierarchical linear model, we propose a mediated moderation model to investigate how the congruity between consumers' perceived brand gay-likeness and gay identity can affect their purchase intention through the mediation "brand attachment." The findings support all our hypotheses.

3. The Perceiver Effect of Consumer Innovativeness on Brand Evaluations

Joseph W. Chang, Vancouver Island University, Canada*

In terms of consumer innovativeness, inferior low-level innovations instigate more impacts on high- (vs. low-) innovativeness consumers' perception about innovative brands. In terms of brand innovability and quality, inferior high-level innovations instigate more impacts on the quality (vs. innovability) of innovative brands.

4. Playing Game or Searching Information? How Brand Equity and Shopping Value Affect Consumer Response

George Shen, National Chiayi University*

The study conducts two experiments involving 215 participants to test the research hypotheses. The research results support that the impact of App type on users' response to the App were moderated by brand attitude and shopping value.

2.5 Responses to New Media

Room: LT8

Chair: Eugene Chan, University of Technology, Sydney

1. The Facebook Mindset Effect: Incidental Exposure to Facebook Increases Consumers' Other-Focus and Promotes Conservative Product Choices

Christian Hildebrand, University of St. Gallen, Switzerland*

Tobias Schlager, University of St. Gallen, Switzerland

Gerald Häubl, University of Alberta, Canada

Andreas Herrmann, University of St. Gallen, Switzerland

In a large-scale field study and four experiments, we show that exposure to Facebook causes consumers to make more conservative product choices. This effect is driven by a shift in the focus of consumers' thoughts from themselves toward others. It can be reversed through interventions that increase consumers' self-focus.

2. Do Touch Screen Users Feel More Engaged? The Impact of Touch Interfaces on Online Shopping

Sorim Chung, University of California Riverside, USA*

This study examined the potential effects of touch interfaces on online shoppers' purchase-related evaluations. Results showed that using a touch interface led to higher engagement and lower brand information recall. The findings highlight the role of a touch interface as a new online retail cue beyond website design.

3. Tablets Shoot Out : To iPad or not to iPad

Hui-Yi Lo, National Chung Hsing University, Taiwan*

A conceptual model investigates whether those personality traits influence the product perception and whether this perception predicts the iPad acceptance. Results indicate that when the people with salient need for uniqueness or novelty seeking consider the product is attractive, their acceptance toward the product will be increased saliently.

4. Online Social Networking Increases Financial Risk-Taking

Eugene Chan, University of Technology, Sydney*
Najam Saqib, Qatar University

Online social networking such as Facebook increases financial risk-taking because online social circles act as "buffers" against possible financial losses. One field study along with one lab studies support our hypothesis.

2.6 Conducting Field Experiments in Consumer Research

Room: LT6

Co-chairs: Leonard Lee, National University of Singapore, Singapore

Participants:

Darren Dahl, University of British Columbia, Canada
Utpal Dholakia, Rice University, USA
Christopher Hsee, University of Chicago, USA
Bernd Schmitt, Columbia University, USA, and Institute on Asian Consumer Insight (ACI), Nanyang Technological University, Singapore
Yael Steinhart, Tel Aviv University, Israel
Claire Tsai, University of Toronto, Canada

Monica Wadhwa, INSEAD, Singapore
Echo Wen Wan, The University of Hong Kong, China
Haiyang Yang, Johns Hopkins University, USA
Catherine Yeung, National University of Singapore, Singapore
Meng Zhang, The Chinese University of Hong Kong, China

This roundtable session brings together a global team of twelve scholars who discuss their varying viewpoints on the roles of field experiments in consumer research from different perspectives (as researchers, journal editors, and reviewers). The panelists will also offer practical advice and suggestions for researchers keen on conducting field experiments.

Coffee Break

3:15pm - 3:30pm

CUHK Business School, Ground Floor

Session 3

3:30pm - 4:45pm

CUHK Business School, Classrooms

3.1 What Facilitates (or hinders) Self-Regulation Success?

Room: LT4

Chair: Chun-Ming Yang, Ming Chuan University, Taiwan

1. Defensive Postures Decrease Consumption Desire and Purchase Intention

Chun-Ming Yang, Ming Chuan University, Taiwan*

Based on recent findings on the embodiment effects of body movements, three studies demonstrated that merely displaying a defensive posture can help consumers to resist temptations. This effect was mediated by the feeling of being protected and was still effective even for consumers with depleted self-regulatory resources.

2. Exploring the Affect and Regulatory Focus Interaction in Self-regulatory Failure

Piyush Sharma, Curtin University, Australia

Rajat Roy, Curtin University, Australia*

We use three experimental studies to explore the interaction between affect and regulatory focus. Specifically, under promotion (prevention) focus, positive (negative) affect results in greater self-regulatory failure; and cognitive load amplifies (attenuates) the effect of promotion (prevention) focus on regulatory failure in rational (affective) context, by depleting self-regulatory resources.

3. Is Failing to Plan Always Planning to Fail? When Planning Facilitates Failure

Natalina Zlatevska, Bond University, Australia*

Mental simulation involving envisioning future scenarios in the mind's eye, has been found to positively impact self-regulatory behavior. In the present research, we questioned whether this is always the case. We find that individuals disengage from the pursuit of goal attainment following process simulation, but not following outcome simulation.

4. The Effects of Goal Progress and Goal Commitment on Self-Regulation

Anirban Som, Indian Institute of Management, Trichy, India*

Chris Dubelaar, Bond University, Australia

Rafi Chowdhury, Bond University, Australia

Research on goal orientation shows that goal progress and goal commitment can influence the willingness of individuals to get distracted from their focal goal. The current research shows that regulatory focus, level of goal concreteness, temporal distance of focal goal moderate the divergent effects of goal progress and goal commitment.

3.2 Who Am I to You? Social Images and Consumer Decisions

Room: LT5

Chair: Joyce Jingshi Liu, Hong Kong University of Science and Technology

1. It Feels Good and Bad to be Fake: The Mixed Emotional Experience and Consequence of Using Counterfeits

Joyce Jingshi Liu, Hong Kong University of Science and Technology*

Amy Dalton, Hong Kong University of Science and Technology

Jiewen Hong, Hong Kong University of Science and Technology

This research explores the emotions elicited by counterfeit consumption and examines how these emotions impact counterfeit users. We find that counterfeit users experience mixed emotions, particularly when they use counterfeits in public settings. Moreover, these mixed emotions are mentally taxing and thereby deplete counterfeit users' self-regulatory resources.

2. Conspicuous Consumption as a Way to Cope with Threatening Social Comparison

Xiaoying Zheng, Guanghua School of Management, Peking University, China*

Siqing Peng, Guanghua School of Management, Peking University, China

This paper examines how and when threatening social comparison influences conspicuous consumption. The research fills a gap in the social comparison literature by investigating the behavioral consequences of social comparison in comparison unrelated domains, and contributes to the compensatory consumption literature by demonstrating self concept clarity as a boundary condition.

3. The Effects of Self-Disclosure on Social Network Sites on Psychological Well Being: A Case of Thai Adolescents

Issariya Woraphiphat, Sasin Graduate Institute of Business Administration, Chulalongkorn University*

Yupin Patara, Sasin Graduate Institute of Business Administration, Chulalongkorn University*

This research aims to provide a comprehensive picture of motivation and consequences of social network site (SNS) usage on psychological well-being among adolescents in Thailand. Self-disclosure on SNSs could enhance the psychological well-being of adolescents via impression formation and relationship development. The effect of self-disclosure is varied by personality traits.

4. Taste the Self You Want To Be: Desire for Social Image Enhances Taste

Aner Tal, Cornell University, USA

Yael Hallak, Tel Aviv University, Israel*

Yaniv Gvili, Ono Academic College, Israel*

Moty Amar, Ono Academic College, Israel*

Brian Wansink, Cornell University, USA

In two lab experiments, we show that when people wish to become closer to their ideal self, they tend to evaluate food that it associated with it as tastier. Participants rated the taste of products supporting a desired identity more highly. Participants who wanted to be seen as athletic rated sports drink as tastier.

3.3 Care for Our Planet

Room: LT7

Chair: Maggie Wenjing Liu, Tsinghua University

1. Global Citizens are 'Greener': Impact of Globalization on Sustainable Consumption

Sharon Ng, Nanyang Technological University, Singapore

Shankha Basu, Nanyang Technological University, Singapore*

The effect globalization on sustainable consumption is investigated. Five studies show a salient global identity, a psychological consequence of globalization, may lead to greater preference and willingness to pay a premium for green products. Boundary conditions and possible mechanism for the effect are explored.

2. Why Pay? Examining the Impact on Ecologically Sound Electricity

Angela Paladino, University of Melbourne, Australia

Ameet Pandit, University of Newcastle, Australia*

This paper examines the characteristics of perceived behavioral control, environmental concern and subjective norms and its impact on attitudes. Multiple regression analysis was used to test the hypotheses based on survey data. The practical value will allow marketers to design marketing programs based on factors which impact behavioral intentions.

3. A Cross-Country Investigation of Organic Consumption Behavior: A Social Identification Perspective

Shuili Du, University of New Hampshire, USA*

Jos Bartels, Vrije University Amsterdam, Netherlands

Machiel Reinders, Vrije University Amsterdam, Netherlands

Sankar Sen, Baruch College, USA

This study investigates organic consumption as an identity-driven behavior. We find that organic consumer identification is driven by identification with a higher-order consumer identity, environmentally conscious consumer, as well as beliefs related to organic products (i.e., organic product familiarity and organic product trustworthiness) and social norms of organic consumption.

4. Effects of Menstrual Phase on Consumer Responses to Genetically Modified Food

Maggie Wenjing Liu, Tsinghua University*
Rui Chen, Tsinghua University*
Yuhong Guan, Tsinghua University
Yuhuang Zheng, Tsinghua University

We propose and show that female consumers respond more favorably towards GMO food during the fertility phase than during the luteal phase, an effect moderated by strength of Chinese cultural lay beliefs. Consumer perception of GMO genetic priority underlies the effect of menstrual phases on consumer responses.

3.4 Information Processing

Room: RM211

Chair: Yixia Sun, The Chinese University of Hong Kong

1. The Influence of Anthropomorphism on Product Attributes Processing and Consumer Preference

Echo Wen Wan, Faculty of Business and Economics, The University of Hong Kong, Hong Kong
Rocky Peng Chen, Faculty of Business and Economics, The University of Hong Kong, Hong Kong*
Liyin Jin, School of Management, Fudan University, China

The current research proposes that anthropomorphism—seeing humanlike characteristics in nonhuman agents—increases consumer preference for physically superior products. This effect occurs because consumers perceive anthropomorphized products similarly to person perception which often relies on physical cues.

2. Psychological Contagion: Changing Evaluations without Contact

Yuansi Hou, The Chinese University of Hong Kong*
Yixia Sun, The Chinese University of Hong Kong
Lisa C. Wan, The Chinese University of Hong Kong
Wan Yang, University of South Florida Sarasota-Manatee

Placing pictures of items together is common. However, this could decrease consumers' evaluations without awareness, where negative products could affect consumer evaluations to products located nearby without contact. It further examines how psychological contagion can be attenuated when visual boundary is placed between a discomfiting dish and a target dish.

3. A study on price presentation order effect: the role of color

Tien Wang, National Cheng Kung University, Taiwan*
Lucia Rodriguez, National Cheng Kung University, Taiwan
Ralph Yeh, National Chung Cheng University, Taiwan

Prior literature on price order effect indicates that the order of price will influence consumers' purchase selection in an offline setting. This study finds a similar effect in the online shopping context where red color would further strengthen the effect compared to the commonly used black font color.

4. Disfluency as a Desirable Cue of Novelty

Billy Sung, University of Queensland, Australia*
Nicole Hartley, University of Queensland, Australia
Eric J. Vanman, University of Queensland, Australia

Recent research has shown that processing fluency and disfluency both enhance consumer attitudes however no explanation has been proposed as to the conflicting effects. Across two experiments we provide evidence suggesting that disfluency serves as a signal of novelty that evokes interest—an outcome distinct to the fluency-liking association.

3.5 Gamification and Consumer Behavior

Room: RM201

Chair: Gerald Häubl, University of Alberta, Canada and University of St.Gallen,Switzerland

1. Boosting Innovation Adoption Through Gamified Information Release

Jessica Müller-Stewens, University of St. Gallen, Switzerland

Tobias Schlager, University of St. Gallen, Switzerland

Gerald Häubl, University of Alberta, Canada and University of St.Gallen,Switzerland*

Andreas Herrmann, University of St. Gallen, Switzerland

Evidence from three experiments shows that construing the release of information about product innovations in part as games that consumers must complete successfully increases innovation adoption relative to the unrestricted release of the same information. This effect is sequentially mediated by the state of playfulness via an increased curiosity.

2. The Gamification of Buying

Tobias Schlager, University of St.Gallen, Switzerland*

Christian Hildebrand, University of St.Gallen, Switzerland

Gerald Häubl, University of Alberta, Canada

Andreas Herrmann, University of St.Gallen, Switzerland

Evidence from six (laboratory and field) experiments shows that construing part of the shopping process as a game that one must complete successfully in order to “unlock” an object (i.e., a product, feature, or offer) increases consumer preference for that object relative to a non-gamified shopping process.

3. Consumer Rejections of Game-based Deals

Donnel Briley, University of Sydney, Australia

Shai Danziger, Tel Aviv University, Israel

En Li, Central Queensland University, Australia*

Games are used as mediums for delivering rewards to consumers by many marketing promotions, including scratch-and-win cards and other lotteries. Our research predicts an inverse relation between consumers’ willingness to accept deals offered in this way and their valuing of choice freedom (Markus & Schwartz, 2010).

4. Gender Differences in Playing Digital Game-Based Electronic Books

Chih-Ping Chen, Yuan Ze University, Taiwan*

This paper develops a broader understanding of whether gender differences encapsulated in cultural values constrain the game type preferences of young Taiwanese adults’ playing a digital game-based English electronic book. Ultimately, digital game-based English e-book play is a valuable component for establishing new ways of thinking.

3.6 Self-Concerns and Self-Improvement

Room: LT8

Chair: Irene Scopelliti, City University London

1. Miscalibrated Predictions of Emotional Responses to Self-Promotion

Irene Scopelliti, City University London*

George Loewenstein, Carnegie Mellon University, USA

Joachim Vosgerau, Tilburg University, The Netherlands

People project their feelings onto the targets of their self-promotion, overestimating the extent to which they feel proud of and happy for them, and underestimating their annoyance. When trying to make a favorable impression, people self-promote excessively. Such efforts often backfire, making them appear as less likeable and as braggarts.

2. Consumer Response to Different Types of Empowerment Campaign Announcements

Sukriye Sinem Atakan, Ozyegin University, Turkey*
Xiaohan Wen, Koc University, Turkey

Customer empowerment enhances perceived customer orientation of a company. Two experiments reveal that the effect holds even when consumers are merely exposed to empowerment campaign announcements. Moreover, the effect is stronger when companies use empowerment campaigns to create new products (vs. advertising) and when campaigns are perceived to be novel.

3. Self-Improvement Through Diversification: The Influence of Implicit Self-Theories on Consumers' Variety-Seeking

Ruth Pogacar, University of Cincinnati, USA*
Joshua J. Clarkson, University of Cincinnati, USA
Mary C. Murphy, Indiana University, USA

Five studies document the effects of implicit theories (beliefs about the malleability of personality) on variety-seeking. Those who believe personalities are malleable (fixed) seek out more variety to satisfy learning (performance) motivations, an effect restricted to familiar consideration sets and attenuated by product positioning tailored to satisfy underlying motivations.

4. Continue or Give Up? How Publicity and Self-Monitoring Influence Goal Persistence

Jinfeng (Jenny) Jiao, University of Iowa, USA*
Cathy Cole, University of Iowa, USA
Yael Zemack-Rugar, University of Central Florida, USA

We examine whether the public or private nature of consumer goals affects goal persistence. Across three experiments, we demonstrate that high self-monitors are more likely to persist following a public failure than a private failure. However, the public versus private nature of the goal does not affect low self-monitors' persistence.

3.7 Mobile Social Networks

Room: LT6

Chair: Jianmin Jia, The Chinese University of Hong Kong, China

1. Social Network Activation and Mobile Consumption after a Population Scale Disaster

Jayson Jia, The University of Hong Kong
Jianmin Jia, The Chinese University of Hong Kong, China*

We used the 2013 Ya'an earthquake as a natural experiment to discover latent properties of social networks and human behavior. 157,358 earthquake victims' mobile phone records (communications, app usage, http browsing) were combined with socio-economic and earthquake data to link human response to a random natural phenomenon.

2. Mobile-Based Social Network Activation and Sharing: the Emotion and Relevance Effect

Dandan Tong, The Chinese University of Hong Kong, China*
Jianmin Jia, The Chinese University of Hong Kong, China
Robert Wyer, The Chinese University of Hong Kong, China

This research investigates how event-elicited emotions and the personal relevance of an event influence the disposition to share experiences in a mobile-based social media. We found that what people share and their preference for public versus private communication channels are driven by the type of social network that is activated.

3. Mobile Samaritans and Phishers: Network Determinants of Response Behavior

Jayson Jia, The University of Hong Kong*

Xianchi Dai, The Chinese University of Hong Kong, China

Jianmin Jia, The Chinese University of Hong Kong, China

Combing verifiable behavior, between-condition experimental manipulations, and big network data, in 3 studies involving 10,000 subjects connected to 330,000 subscribers in a telecommunications network, we found that higher social status in a mobile network causes less pro-social behavior, in contexts ranging from donations to recycling to helping strangers.

Working Paper Poster Session

5:00pm - 6:15pm

CUHK Business School, Ground Floor

Advertising & Promotion, Fashion & Design, Branding & Positioning

1. The Effect of Shapes on Brand Extension Evaluation

Hosei Hemat, University of Sydney, Australia

Ulku Yuksel, University of Sydney, Australia*

Despite the common belief that sensory stimuli matter, little research has explored how such specific shapes can affect consumers' evaluations of brand extension fit. Using experiments, this research shows that specific geometric shapes can affect consumer perceptions for dissimilar brand extensions.

2. Scents and Sounds: a Multisensorial Approach to the Study of Brands

Marina Carnevale, Fordham University, USA*

Rhonda Hadi, Oxford University, UK

David Luna, Baruch College, USA

Product scents may enhance product evaluations and memory. Similarly, the inherent meanings conveyed by brand names are shown to impact consumers' preferences. In the current research, we propose a multisensorial approach to the understanding of brands by exploring how brand names and scents interactively affect consumer choice and memory.

3. Underdog Positioning Can Backfire

Kiwan Park, Seoul National University, Korea

Yae Ri, Sophia Kim, Seoul National University, Korea*

The underdog brand positioning may not always work positively for the corporate. The present research proposes and finds that the negative consequence of the underdog effect is more pronounced when ethical transgressions take place than the ethical or functional transgressions are committed.

4. Questioning the 'one size fits all' approach to cultural advertising: Investigating between and within cultural variations in information processing styles

Ann Kristin Rhode, ESCP Europe Business School Paris*

Benjamin G. Voyer, ESCP Europe Business School Paris*

The question of whether and how advertising should be standardized across cultures remains unanswered. We challenge the assumption of a uniform pan-Asian holistic attentional bias and suggest that advertising strategies for geographic regions rather than countries might be problematic given the effect of language structure on information processing styles.

5. Boomerang Effects of Low Price Discounts

Fengyan Cai, Shanghai Jiao Tong University, China*

Rajesh Bagchi, Virginia Tech, USA

Dinesh Gauri, Syracuse University

The authors show that providing a low price discount (vs. none) can lower purchase intentions and incidences under certain

conditions-when discounts are low and purchase volume is small. This effect disappears when purchase volumes are large, consumers weight all attributes equally.

6. Presenting Underdog Employee Stories in Services Advertising: The Moderating Role of Brand Familiarity and Implicit Theories

Chun-Ming Yang, Ming Chuan University, Taiwan*

Yu-Shan Chen, National Chengchi University, Taiwan*

Shu-Ni Hsu, National Taiwan University of Science and Technology, Taiwan*

With two studies, this research demonstrates that, just like brand biography, underdog employee's story could affect consumer's responses through the mediation of identification with the employee. Our results also suggest that presenting underdog employees in advertisements is particularly suitable for unfamiliar brands. However, this effect is stronger for incremental-focused consumers.

7. Skepticism towards advertising and consumers' response to slogans

Gaëlle Bustin, Universitat Pompeu Fabra, Spain*

Maria Galli, Universitat Pompeu Fabra, Spain*

Past research found slogans to generate "reactive" behavior, leading consumers to behave contrary to the advertiser's intentions. We examine the moderating role of individual differences in skepticism towards advertising. We find that slogans have negative effects for consumers highly skeptical towards advertising, but positive effects for non-skeptical consumers.

8. Slow Fashion Consumers: Profiling Consumers According to Values, Apparel Consumption Behaviors and Demographics

Sojin Jung, Institute of Textiles & Clothing, The Hong Kong Polytechnic University, Hong Kong*

Byoung-ho Jin, Consumer, Apparel and Retail Studies, University of North Carolina at Greensboro, USA

In an attempt to understand slow fashion consumers better, this study is aimed at (1) classifying consumer segments based on the five dimensions of consumer orientations to slow fashion (Jung & Jin, 2014), and (2) profiling each segment according to personal values, apparel consumption behaviors and demographic information.

9. Product Curvature or Angularity Preferences: A Theory of Self-Concept

Tanuka Ghoshal, Indian School of Business, India*

Peter Boatwright, Carnegie Mellon University, USA

Rishtee Batra, Indian School of Business, India*

Can preference for product curvature be influenced by self-beliefs about the shape of one's own body? When body shape is made salient, women who perceive their bodies to be curvy, rate curved products higher. "Defensive coping" would cause a more favorable evaluation of objects that are perceived similar to oneself.

10. Framing the Consumer Subject: The Case of High Fashion Magazine Covers

Emma Samsioe, Lund University, Sweden*

This paper explores if and how the examination of magazine covers can extend theory on gender portrayals in advertising research, regarding the role of women in society as consumers. I use work in consumer research on the active creation of a consumer subject during the development of a consumer culture.

Relationship Marketing, Service Marketing, Consumer Satisfaction and Evaluations

1. Coping Strategies for Other-Customer Misbehavior: The Perspective of Relationship Norms

Timmy H. Tseng, Department of Business Administration, National Chengchi University, Taiwan*

Drawing on the perspective of relationship norms, this study examines the effect of coping way on customer satisfaction toward the service firm and the moderating role of relationship type. A strategy is presented based on the findings of this study to help service firms cope with other-customer misbehavior.

2. The Contagion Effects of Other-Customer Misbehavior in the Servicescape: The Perspective of Social Learning

Timmy H. Tseng, Department of Business Administration, National Chengchi University, Taiwan*

This study examines the effects of rules and other-customer misbehavior on futuristic customer misbehavior from the perspective of social learning. An experimental design was used to validate hypotheses. The results indicated that current other-customer misbehavior influences futuristic customer misbehavior. Service firms can set rules to prohibit such misbehaviors.

3. Guilt Makes You Refund More

Hyoju Kim, Korea University, Republic of Korea*
Hayeon Park, Korea University, Republic of Korea
Bohye Park, Korea University, Republic of Korea
Yongjun Sung, Korea University, Republic of Korea

The objective of this research is to explore the influence of guilt, unrelated to the shopping context, on consumption. When consumers encounter better deal, those who experienced guilt were more regretful about their purchase than others. Our finding suggests that guilt triggers corrective action and influences the post-purchase evaluation.

4. A feelings-as-information approach to the relationship between customer-to-customer interaction and service satisfaction

Marloes Heijink, Hong Kong The Polytechnic University*
Yuwei Jiang, Hong Kong The Polytechnic University

Other customers can lighten up or destroy your service experience. An online survey and a lab experiment reveal that affective responses mediate the relationship between customer-to-customer interaction (CCI) and service satisfaction, but only for relevant CCI. This study provides evidence that the feelings-as-information framework also applies to services.

5. Reciprocation Anxiety: Scale Development and Its Impact on Reciprocal Behavior

Wenwen Xie, Sun Yat-sen University, China; Radboud University Nijmegen, The Netherlands*
Li Gu, Sun Yat-sen University
Xinyue Zhou, Sun Yat-sen University

This study proposed the construct of reciprocation anxiety and operationalized it along three dimensions: reciprocation sensitivity, reciprocation avoidance, and distress. We described the development of Reciprocation Anxiety Scale and provided experimental evidence that people scored higher on reciprocation anxiety scale tend to return more money in the trust game.

6. Factors Impacting Post Purchase Behavior for Social Commerce Users

Moon-Yong Kim, Hankuk University of Foreign Studies, South Korea*

The present research examines the factors influencing post purchase behavior for social commerce users in China. This research incorporates the characteristics of website and food service participating in social commerce to investigate the key factors of consumers' satisfaction in social commerce and to examine the relationships between satisfaction and repurchase intentions.

7. How Community Interactions Demotivate Customer Involvement and Impair Creativity in Service Innovation: From the Perspective of Social Exclusion Theory

Xiucheng Fan, Fudan University, China
Jing Wang, Fudan University, China*

Our studies explore the effects of social interactions on creative behavior. Compared with socially accepted condition, we distinguish two types of social exclusion instances, being rejected and being ignored. With several experimental studies, we find that ignored experiences lead to lower task intrinsic motivation and creativity (flexibility and originality dimension).

8. It's not necessarily what you say, but who you are that matters! Effect of identity awareness and review quality

Cheng-Hsi Fang, Chien Hsin University of Science and Technology, Taiwan*

An experiment was carried out to test whether identity awareness (virtual identities vs. real-life identity) and review quality changed the purchase and sharing intentions of consumers. Results show that when interacting in a community such as Facebook, in which users typically reveal their real-life identity, low-quality product reviews can have a profound effect on the purchase intentions of consumers.

9. I Believe You Are Not Innocent : Consumer's Attitude Toward Brand In Crisis Depending On BJW Level

Jung Yong Ahn, Korea University*

Sungmo Kang, Korea University

Jinwon Kang, Korea University

Yuhosua Ryoo, Korea University

The objective of the current research is to test how 'belief in a just world (BJW)' affects to consumer attitude toward brand in a brand crisis. In our research, we find that participants who show high level of BJW rationalize and disassociate them with victim of unfortunate event (brand crisis).

10. Marketing Exclusion: When Loyalty Programs make Customers Feel Like "Outsiders"

Danna Tevet, Tel Aviv University, Israel

Shai Danziger, Tel Aviv University, Israel*

Irit Nitzan, Tel-Aviv University, Israel

We examine how preferential treatment given to privileged customers in loyalty programs affects unprivileged customers. We demonstrate that exposure to preferential treatment of others causes unprivileged customers to experience un-belonging (we term this "marketing exclusion"). We show that preferential treatment affects unprivileged customers' loyalty, purchase preferences and behavior towards others.

Culture, Change, and Age Difference in Consumer Behavior

1. Culture and Indecisiveness

Andy Ng, York University, Canada*

Michaela Hynie, York University, Canada

Using an experimental approach and a chronic individual difference approach, results of three studies show that East Asian (vs. European) Canadians experience more choice and decision difficulty, with dialectical thinking giving rise to general indecisiveness. Moreover, this general indecisiveness leads to reduced life satisfaction among East Asian Canadians.

2. Global Brands and Consumer Psychological Adaptation to New Cultural Environments

Sunmyoung Cho, Yonsei University, Seoul, Korea*

This research shows that global brands situated around the world facilitate consumers' psychological adaptation to new cross-cultural environments. Asian participants felt comfortable and familiar with the European locale and acquired positive sense of self when they experienced some global brands in the European cities.

3. Customer Satisfaction Regulation in Group Service Consumption: Cross-Cultural Moderators

Koji Matsushita, Chuo University, Japan*
 Haruko Tsuchihashi, Aoyama Gakuin University, Japan
 Kaichi Saito, Meiji Gakuin University, Japan*

This study on group service consumption suggests that a focal customer regulates his CS moderated by his self-construal. We clarify that the degree of the other customer's experience drives the regulation and play a part in Separable or Inseparable Integration. We propose how to manage group customers based on self-construal.

4. Cultural Paradoxes in Cross-Cultural Consumer Risk-Taking

Hosei Hemat, University of Sydney, Australia
 Ulku Yuksel, University of Sydney, Australia*

Using experiments, we investigate cultural differences in consumer risk-taking to identify previously unknown cultural paradoxes and boundary conditions. We adopt a context dependent view of the effect of culture on risk-taking exploring different risk types and decision-maker perspectives as moderators

5. Seeing Differently: A Cross-Cultural Difference in Consumer Attention

Jinwon Kang, Korea University*
 Eunice Kim, University of Florida, USA
 Young Shin Sung, Korea University
 Jung Yong Ahn, Korea University

The objective of the research is to test the impact of the cross-cultural difference in cognitive process on consumer's attention which affects memory for brands they saw. Eastern participants (holistic thinking) look longer, thereby recalling and recognizing brands in the background better than do those from Western cultures (analytic thinking).

6. Economic Knowledge And Intelligence Predict Long-Term Saving in Children at The Age From 7 to 9

Agata Gąsiorowska, University of Social Sciences And Humanities, Poland*
 Tomasz Zaleskiewicz, University of Social Sciences And Humanities, Poland

Research on saving and financial policy often overlook young children as agents capable to save in long-term. We conducted two long-term studies examining children's behavior in saving game. We showed that the propensity to save is related to the level of economic knowledge, children's intelligence and the source of money.

7. The Cultural Differences in Perceptual Value on Money-Like Items in New Zealand and Hong Kong

Kin Yan Chan, University of Canterbury, New Zealand*
 Simon Kemp, University of Canterbury, New Zealand
 Joerg Finsterwalder, University of Canterbury, New Zealand

A study compared typicality ratings and reaction times in classification task in different money-related objects. Results shows a social/ cultural differences: House, Shares of company, Gold and Supermarket Vouchers were regarded as a more typical form of money in Hong Kong compared to in New Zealand

8. Cultural Differences in Celebrity Endorsement Evaluation: Holistic vs. Analytic Thinkers

Hayeon Park, Korea University, Korea*
 Jung-Ah Lee, Korea University, Korea
 Young Shin Sung, Korea University, Korea
 Yongjun Sung, Korea University, Korea

The objective of the current research is to test the impact of the congruency between brand and celebrity on consumers' celebrity endorsement evaluation. Our findings show that Easterners (i.e. holistic thinkers) are more tolerant of low celebrity-brand fit endorsements than are those from Western cultures (i.e. analytic thinkers).

9. Understanding Consumer Change via Fields

Ateeq Rauf, University of New South Wales, Australia*

This research explores consumer transformation by investigating how people in a religious field transform from being less religious to more religious. The study also focuses on how participation in both religious and non-religious fields influences spiritual identity formation.

10. Materialism in Adolescence: The Effect of Violent Media

Yupin Patara, Sasin Graduate Institute of Business Administration, Chulalongkorn University*

Issariya Woraphiphat, Sasin Graduate Institute of Business Administration, Chulalongkorn University*

This research examines the effect of violent media exposure on materialistic value in adolescents. We found that anxiety triggered by violent media exposure leads to a higher materialistic value in adolescents with interdependent self-construal than independent self-construal. We collect data from Thailand (the interdependent-self) and the United States (the independent-self).

Fluency, Embodied Cognition, and Anthropomorphism

1. The Impact of Brand Concept and Task Design in Co-creation: The Role of Processing Fluency

Sara Hsieh, National Chengchi University, Taiwan*

Aihwa Chang, National Chengchi University, Taiwan

Drawing from construal level theory and processing fluency theory, our findings contribute to reveal interaction effect between brand concept and co-creation task characteristics works through processing fluency to affect consumer experience. Results show that for value brand co-creation, analytical task as opposed to creative task fosters higher level of processing fluency, which leads to stronger co-creation process satisfaction and brand loyalty intention.

2. How Fluency Fitting Purposes Influences Payment to Travel

Jiang Wu, Nanjing University, China

Wenjie Shi, Nanjing University, China*

Yunhui Huang, Nanjing University, China

We examined how well perception of fluency matches the purpose of travel influences the degree of willingness to pay for travel. When people perceive disfluency, they will pay more for an adventurous trip but pay less for a leisure trip, no matter whether the destinations are familiar, unfamiliar or fictional.

3. Feeling Hot, Hot, Hot: Activation of Hot and Cool Mental States through Embodied Sensory Experiences

Rishtee Batra, Indian School of Business, Hyderabad, India

Tanuka Ghoshal, Indian School of Business, Hyderabad, India*

Our research examines the metaphorical link between the physical experience of hot (spicy) tastes and mental representations of hot-headedness. We find that people rate others as more hot-headed when experiencing hot (spicy) tastes and that such hot tastes also impact self-judgments and people's own responses toward ambiguously aggressive actions.

4. The Denomination-Spending Matching Effect: When the Magnitude Matches, It Feels Less Painful to Pay

YI LI, HEC Paris, France*

This study extends the finding that consumers are reluctant to use large denominations for small purchases and proposes that consumers are also reluctant to use small denominations for large purchases. Two experiments show that when the magnitude of the denomination matches that of the purchase, the pain of paying reduces.

5. Will You Warm Me Up: Consumer Prefer Anthropomorphized Products When the Temperature is Low

Chun-Ming Yang, Ming Chuan University, Taiwan*
Wen-Hsien Huang, National Chung Hsing University, Taiwan.*

Two studies find that low temperature cause people to prefer anthropomorphized products, especially when the possession-self link is high. Moreover, we also find that need for affiliation mediate this relationship. This research contributes to the literature by bridging anthropomorphism and embodied cognition literature, and provides new practical and theoretical insights.

6. Consistent or Not? The Role of Product Visibility in Sequential Decisions

Dikla Perez, Tel -Aviv University, and Technion*
Yael Steinhart, Tel-Aviv University*
Amir Grinstein, Ben-Gurion University and the VU Amsterdam

This research proposes that the extent to which a consumer's sequential purchase decisions are consistent, is influenced by the consumption visibility of the product associated with his or her first decision.

7. How Does Perceptual Disfluency Amplify the Effect of Consumer Reviews?

Changxin Li, Nanjing University, China*
Yunhui Huang, Nanjing University, China
Jinag Wu, Nanjing University, China

We conducted three studies to explore the effect of perceptual fluency on the persuasiveness of the consumer reviews. consumers tend to evaluate a positively(negative) reviewed product more positively when perceived disfluency. This effect is reversed when consumers are high in cognitive load, but notable when people are high in need-for-cognition.

8. The Effect of Spatial-Temporal Congruency on the Evaluation of a Retro Product

Jaewoo Park, Chiba University of Commerce, JAPAN*
Charles Spence, University of Oxford, UK

The present study investigated whether the horizontal position of a product, the hand used to hold that product, and their interaction would influence people's evaluation of a retro product. A significant interaction term was obtained. This result supports the view that spatial-temporal congruency can enhance product evaluation.

9. Ad-Magazine Congruency in the Context of the Associative Structure of the Mind: Effects for Affect, Memory and the Coherence of Print Advertisements

Alicja Grochowska, University of Social Sciences and Humanities, Poland*
Andrzej Falkowski, University of Social Sciences and Humanities, Poland

The goal of the research was to examine the effects of congruency between an advertisement and its context (magazine) on the coherence within the advertisement, and their consequences for the memory and affective reactions to the advertisement.

10. The Match-up Influences of ad Appeal, Product Category, and Brand Strength on Inducing Affective Forecasting Biases

Shuling Liao, College of Management, Yuan-Ze University, Taiwan
Ting-i Wang, College of Management, Yuan-Ze University, Taiwan
Meng-chen Lin, College of Management, Yuan-Ze University, Taiwan*
Tzu-han Lin, College of Management, Yuan-Ze University, Taiwan

Biases due to underestimation or overestimation of consumption satisfaction often occur between predicted and actual emotions. This research explores how ad execution, product category, and brand strength in the advertisement will trigger consumers to generate forecasts of future consumption emotion, and how these forecasts might lead to affective forecasting bias.

Judgement and Decision Making

1. Confirmation Bias in The Consumer Perception of Financial Expertise

Tomasz Zaleskiewicz, University of Social Sciences And Humanities, Poland
 Agata Gasiorowska, University of Social Sciences And Humanities, Poland*
 Yoram Bar-Tal, Tel-Aviv University, Israel
 Katarzyna Stasiuk, Maria Curie Sklodowska University, Poland
 Renata Maksymiuk, Maria Curie Sklodowska University, Poland

Our goal was to study how consumers perceive epistemic authority (EA) in finances. In three experiments we investigated the impact of advisors' recommendation and clients' opinion about loans, investments, and life insurance on advisors' EA. Consumers ascribed higher EA to advisors holding opinions similar to their own (confirmation bias).

2. Towards a Comprehensive Understanding of Attention Bias in Choice Process

YI LI, HEC Paris, France*
 SELIN ATALAY, Frankfurt School of Finance & Management

Attention bias refers to more attention being assigned to the chosen option during the choice. Eye-tracking research attributes it to liking's positive influence on attention. Pre-decisional bias research attributes it to selective information processing. This study fits both explanations into a three-stage-choice-process and demonstrates two explanations jointly explain attention bias.

3. Conviction Bias: Intertemporal Differences in Nonconforming Choices

Nicole Y. Kim, Yonsei University, South Korea*
 Se-Bum Park, Yonsei University, South Korea
 Subin Im, Yonsei University, South Korea
 Sunnah Baek, Yonsei University, South Korea

We show that people conjecture less preference uncertainty and greater choice conviction in the distant future than in the near future – a phenomenon we term conviction bias. We find that this bias systematically affects intertemporal choices in nonconformity, such that nonconforming choices are preferred in the distant future.

4. The Reversed Endowment Effect in Living Goods Transaction

Rui Chen, School of Economics and Management, Tsinghua University*
 Leonard Lee, Business School, National University of Singapore
 Yuhuang Zheng, School of Economics and Management, Tsinghua University

Prior research has shown that the endowment effect is sizable and robust. However, the results of four studies suggest that the endowment effect may be reversed in transactions involving living objects, implicating the role of psychological ownership—in particular, perceived accountability and anticipated costs of ownership—in this effect reversal.

5. Construal Level Theory Explains the Occurrence of Choice Overload Effects

Ulku Yuksel, The University of Sydney Business School, Australia*
 Nguyen Thai, The University of Sydney Business School, Australia*

This research demonstrates how desirability versus feasibility mindsets explain choice overload effects. Consumers who are exposed to large (small) choice-sets construe impending tasks concretely (abstractly), and weigh desirability attributes less (more) than feasibility attributes. Subsequently, the triggered feasibility mindset decreases the willingness to consume products selected from large choice-sets.

6. Paying More to Save Less: The Effect of Conditional Promotion on Willingness to Pay

YI LI, HEC Paris, France*
 TATIANA SOKOLOVA HEC Paris France*

This study compares two conditional price promotions and show that “buy two items, get a discount on the cheaper item” induces higher willingness to pay for the second item than “buy two items, get a discount on both items”. The effect holds even when the latter promotion offers greater savings.

7. Effects of Processing Style on Variety Seeking

Zhongqiang (Tak) Huang, The Chinese University of Hong Kong*

Robert Wyer, The Chinese University of Hong Kong

In this research, we investigated the effects of processing style on variety seeking. It showed that global processing would lead to more variety seeking whereas local processing would result in less choice of variety.

8. The effect of choice mode by having different choice set size

Hyun-Kyung Lee, Korea University, South Korea*

Miyeon Eo, Korea University, South Korea

Jung Wan Ryu, Korea University, South Korea

People change their preference or act of choosing can be differ from their choice mode (instrumental vs. experiential) and choice set size. Participants in instrumental condition more like small choice set than large one. On the other hand, participants in experiential condition more like large choice set than small one.

9. Effect of Irrelevant Haptic Inputs on Consumers' Judgment: The Moderating Role of Construal Level

Taku Togawa, Chiba University of Commerce, Japan*

Hiroaki Ishii, Seikei University, Japan

Jaewoo Park, Chiba University of Commerce, Japan

Previous literature has shown that perceived hardness affects consumers' judgments of unrelated objects. However, the literature has not considered other factors involved in this effect. Drawing on construal level theory, we demonstrate that the effect of perceived hardness on consumers' judgment differs depending on their construal level.

10. Clear Today But Foggy Tomorrow: The Impact of PM2.5 on Construal Level

Fengchao Chen, School of Business, Renmin University of China, China*

Ying Ding, School of Business, Renmin University of China, China

Wei Chen, School of Business, Renmin University of China, China

Given the pervasive of PM2.5 air pollutants, the present paper investigates the role of PM2.5 in the individuals' information processing style. Across two experiments, the findings suggest that increases in PM2.5 levels would make people be more likely to engage in abstract mindset.

Brand Perceptions, Brand Ownership, and Consumer-Brand Relationships

1. The Effect of Narcissism on Consumer-Brand Relationships

Eunji Lee, Korea University, South Korea*

Taeyeon Kim, Korea University, South Korea

Yongjun Sung, Korea University, South Korea

Sunwoong Park, Korea University, South Korea

This study provides an empirical evidence of the link between narcissism and consumer-brand relationships. Overall finding suggest that narcissists, comparing to nonnarcissists, are less committed to brands and more influenced by alternatives, regardless of the investment level.

2. I'm Not a Banal Brand But a Real Friend: The Role of Brand Anthropomorphism in Consumer-Brand Relationships

Taeyeon Kim, Korea University, South Korea*
Jang Ho Moon, Sookmyung Women's University, South Korea
Yongjun Sung, Korea University, South Korea

The purpose of this study is to examine the effects of brand anthropomorphism on consumer-brand relationships in social media, by employing a longitudinal experiment. The results show that brand anthropomorphism increase the level of social presence, resulting in more favorable brand evaluations, even after a brand transgression.

3. The Effect of Color Harmony on Creative Cognition and Perceived Innovativeness of Brands

Nara Youn, Hongik University, Republic of Korea*
Chang Yeop Shin, Hongik University, Republic of Korea*
Angela Lee, Northwestern University, USA

Color studies have focused on the symbolic meanings of each color rather than their inter-relations. Color could also impact creativity through the disfluency of moderately disharmonious color combinations. We demonstrate that using moderate disharmony in color combinations is more effective in prompting creative thinking than any one color in isolation.

4. Brand Constructs and Extension Feedback Effects: Perspectives of Categorical Similarity, Functional Cohesiveness, and Quality Diversity

Joseph W. Chang, Vancouver Island University, Canada*

This research advances extension feedback effect research to the perspective of brand construct, specifically in categorical similarity, functional cohesiveness, and quality diversity. The results of three experimental studies reveal that negative extension information instigates more negative influence on brands with categorically similar, functionally cohesive, and qualitatively diversify brand extensions.

5. The Effects of Investment and Brand Transgression on Brand Commitment

Yunjo Jeong, Korea University, South Korea*
Jung Ju Rue, Korea University, South Korea
Yongjun Sung, Korea University, South Korea

Commitment in consumer-brand relationship has been interesting areas to explore for the researchers. Although numerous researches has been done on the commitment, research on the perspectives of the interpersonal relationship are very limited especially on consumer investment. The study results illustrate that highly invested consumers show resistance to symbolic transgression.

6. When Do Opinion Leaders Spread Word-of-Mouth? The Moderating Role of Brand Strength and Performance

M. Deniz Dalman, Graduate School of Management, Saint Petersburg State University, Russia*
Junhong Min, Michigan Technological University, USA

While Word-of-Mouth (WOM) has been studied extensively in the marketing literature, brand effects on WOM are scarcely researched. In this research our objective is to fill this gap in literature by investigating how and when opinion leaders (vs. other consumers) choose to spread WOM for brands varying in strength.

7. Brand Diversity in Extension Feedback Effects

Joseph W. Chang, Vancouver Island University, Canada*

The results reveal that, for brands with similar brand extensions, the impact of negative extension information on high- (vs. low-) diversity brands is more pronounced. However, for brands with dissimilar brand extensions, the impacts of negative extension information on high- and low-diversity brands are identical.

8. How Pinteresting! Exploring Global Brands' Visual Brand Identity Strategies

Jhih-Syuan Lin, University of Georgia, USA*
 Kuan-Ju Chen, University of Georgia, USA*
 Yongjun Sung, Korea University

This research explores how top global brands translate their brand marketing strategies into persuasive visuals on Pinterest. A comprehensive conceptual framework of visual brand identity is developed. Top 100 global brands' Pinterest data were collected and will be analyzed. Directions for future research endeavors and marketing communication development are discussed.

9. When Celebrities Become Brands

HeaKeung Choi, Korea University, Korea*
 Saraphine Pang, Korea University, Korea*
 Sejung Marina Choi, Korea University, Korea*

Different types of celebrity endorsements lead to different levels of accountability and thus different perceptions from the public. Therefore, in this study, consumer evaluations toward three different types of celebrity endorsements in the absence and presence of celebrity negative information – celebrity-brand, spokesperson, and representer – were studied.

10. It is my Brand: Development and Validation of a Brand Ownership Measure

Hua Chang, Philadelphia University*
 Hyokjin Kwak, Drexel University
 Lingling Zhang, Towson University*

Brand research has developed many constructs to depict different forms of relationships between consumers and brands. However, a scale for measuring consumers' feelings of ownership towards brands has not yet been developed. Through four studies, we develop a scale of brand ownership and show that brand ownership affects consumer behaviors.

Online Marketing, Social Media, CSR

1. When Sense Making is Unequal to Sense Giving: A Case of Skepticism Against McDonald's CSR Initiatives by Organic Food Eating Parents in Singapore

Suwichit Chaidaroon, University of Westminster, UK*

To examine consumers' skepticism against corporate social responsibility (CSR) messages, a case study was conducted with Singaporean organic food-eating parents with regards to McDonald's CSR efforts. Results showed that successful CSR initiatives aligned the process of sense giving by the organizations with the process of sense making by the consumers.

2. Psychological differences in reactions toward information about corporate social responsibility (CSR)

Dominika Maison, Psychology Department, University of Warsaw, Poland*
 Magdalena Poraj-Weder, Psychology Department, University of Warsaw, Poland

Socially responsible behavior of companies is a very new issue in emerging markets. However not always reactions toward such engagement of the companies are perceived positively by consumers. Based on national wide survey (n=1055) and cluster analysis we found big individual differences in reaction toward CSR.

3. Postmodern Self and Self-Presentation in Online Social Networks

Heejin Lim, Faculty of Retail and Consumer Sciences, The University of Tennessee, USA*
 Melanie Doss, Ph.Candidate in Retail and Consumer Sciences, The University of Tennessee, USA

This study explores consumers' self-presentation in online social networks. Using a dramaturgical approach, this study examines virtual strategies of self-presentation, and the impact of the audience in self-disclosure on Facebook. In-depth interviews reveal eight distinct types of Facebook users in terms of the degree of self-disclosure and behavioral orientation.

4. Are Product Review Sites Forums or Battlefields? A Qualitative Study of Consumer Attribution and

Dialectical Thinking in eWOM Communication

Shuling Liao, College of Management, Yuan-Ze University, Taiwan*

Brandon DuBreuil, College of Management, Yuan-Ze University, Taiwan

This study intended to observe how consumers communicate amongst one another in an online review setting by adopting the attribution and the dialectical thinking theories to explain some interpersonal communications in eWOM interaction.

5. Perception and Reality, Their Intertwined Relationship: Is Consumers' Use of the Internet Affected by Their Attitude Towards It?

Jong-Youn Rha, Professor, Seoul National University, Korea

A-young Choi, Research fellow, Sungkyunkwan University, Korea*

Bohan Lee, Master Student, Seoul National University, Korea

Sangman Han, Professor, Sungkyunkwan University, Korea

In this study, we used a single source data that consists of both web-log and a survey data to explore consumers' attitude towards Internet on their actual behavior. We classified consumers into different groups according to their positive and negative attitude towards the Internet and investigated its actual online behavior.

6. Why Do People Share Knowledge Through Online Social Network

Kyung-Joon Kwon, University of Westminster, UK*

Norman Peng, University of Westminster, UK

Donna Mai, University of Westminster, UK

The purpose of this study is to examine attitudes toward sharing information online and satisfaction toward social commerce websites' influences on 181 young Korean consumers' intentions to share their consumption experiences online. The results show both factors can affect young consumers' behavioral intentions. The implications of this study are discussed.

7. Social and Physical Environmental Efficacy: Concept Introduction and Scale Creation

Debra Z. Basil, University of Lethbridge, Canada*

Efficacy has been shown to impact individual behavior. This research identifies two sub-dimensions of efficacy (social and physical environment). Scales are created and tested in three focus groups and five empirical studies. Results show social environment and physical environment efficacy scales help us better understand individuals' responses to persuasive communications.

8. Emoticon usage in social media: Influences of social presence and motivation orientation

Shuling Liao, College of Management, Yuan Ze University

Cindy Yunhsin Chou, College of Management, Yuan Ze University*

Meng-chen Lin, College of Management, Yuan Ze University

We examined the relationship among social presence perceptions, motivation orientation and emoticon usage, and investigated the moderating effect of self-monitoring on emoticon usage in social media. Motives including expressive and benefit orientations were found determine emoticon usage towards social presence. Self-monitoring influences emoticon usage for utilitarian benefits in social media.

9. Online property marketing: The effect of presentation style on intention to inspect

Jacqueline Baker, Monash University, Australia*

Professor Harmen Oppewal, Monash University, Australia

This research examines online property marketing and the effect of visual (floor plans) and verbal (text descriptions) apartment representations on consumer intention to inspect property.

10. The Effects of Consumers' Online Motivations on Ad Clicks on Social Media

Jing Zhang, San Jose State University, USA*

En Mao, Nicholls State University, USA

A model is developed to delineate the process by which online motivations affect ad clicks on social media. Path analysis showed that consumption motivations affect perceived informativeness and entertainment values of ads, which in turn influence ad clicks. The effect of connection motivations is mediated by perceived ad-media congruity.

Luxury Consumption and New Directions in Consumer Behavior

1. Imagine All The People: The Consequences of Imagining Luxury Ownership

Jeffrey Lee, Massachusetts Institute of Technology, USA*

This paper finds a negative impact of imagining status-goods ownership on product interest, even when ease-of-imagination and mental elaboration are considered. Further, this effect is attenuated when imagining experiences with (as opposed to signaling with) the status good, suggesting that imagined ownership reduces purchase interest by making social costs salient.

2. Unpacking the Individual Mechanisms of Customers' New Product Ideation Success

Oguz Ali Acar, King's College London*

Crowdsourcing with customers offers unprecedented opportunities for companies to improve the success of their new product development efforts. This study investigates the individual processes which make the ideas generated by customers better. In doing so, it aims to enable managers to harness innovative potential of customers more effectively.

3. Status Products; When the Informed Consumers Turn More Generous

Reza Movarrei, Grenoble Ecole de Management, France*

Olivier Trendel, Grenoble Ecole de Management

We show that product information (those not implying additional features) affect WTP for status-products only when they manipulate perceived recognition of others. So recognition-facilitating information leads to higher WTP for status products and perceived recognition of others by self mediates it. We both measure and manipulate (by memorizing) the mediator.

4. Memorable Experience Desires: Getting Into the Mind of the Luxury Hotel Consumer to the Year 2020

Jorn H. Buhning, The Hong Kong Polytechnic University, School of Design*

Barry O'Mahony, Swinburne University of Technology, Australia

John Dalrymple, Swinburne University of Technology, Australia

Profound changes have been observed in how tourists engage with destinations, attractions and hotels, while increasingly seeking memorable experiences. Making use of Pine and Gilmore's experience framework, this forward-looking study engaged luxury hotel guests in depth interviews to identify primary memorable experience generator categories of the future luxury hotel room.

5. Mindfulness, Meditation, and Consumption

Nicha Tanskul, Sasin Graduate Institute of Business Administration, Chulalongkorn University*

Yupin Patara, Sasin Graduate Institute of Business Administration, Chulalongkorn University*

Through ethnographic participant observation, this study is to explore meditation practice and reveals how it affects consumer values, well-being, and stage of happiness. Findings suggest that meditation practice can make people become more aware of the present and recognize their priorities, accept the current self and induce an internal happiness.

6. Just Give Me a Story: An Explorative Study of Microfilm

Pei-wen Fu, National Sun Yat-sen university, Taiwan*

Chi-cheng Wu, National Sun Yat-sen university, Taiwan

Ching-Ya Weng, National Sun Yat-sen university, Taiwan

This study aims to explore the new advertising tool-microfilm. By both qualitative and quantitative studies, we identify consumers' schema toward microfilm. We further compare microfilm with emotional appeal advertising. Results indicated that an effective microfilm should contain a well-design plot but without intentional product insertion.

7. Choice of Lucky Products: The Effects of Buying Purpose, Task Risk and Product Type

Li-Shia Huang, Fu Jen Catholic University*

This study used an experiment to demonstrate that lucky products are suitable for gift-giving. Risky task may increase the likelihood of choosing lucky products for gift-giving and self-buyers. Besides, lucky appeals are more suitable for hedonic products than for utilitarian ones.

8. Wargames: Exploring Responses to Consumer Creation Requests in a Collectible Toy Figurine Community

Navdeep Athwal, Warwick Business School, University of Warwick, UK*

David Fleming, Eastern Illinois University, USA

The paper extends our knowledge of consumer creation requests. This preliminary netnographic data analysis of a collectible toy figurine community; WarriorFlex reveals that consumer creativity and discontent leads to unauthorized gaming adaption, official organizations responses to consumer requests and co-creation activities between the manufacturing organization and community members.

9. Technology vs. Fashion Branded Wearable Devices

Saraphine Pang, Korea University, Korea

Sukyung Kang, Korea University, Korea*

Kyunhoon Boo, Korea University, Korea

Sejung Marina Choi, Korea University, Korea

As wearable devices possess both technology and fashion characteristics, an experiment was conducted to test whether the product fared better as a technology branded or fashion branded product. In addition, the effectiveness of type of advertising message (rational vs. emotional) was also tested.

10. Thinking Creatively through Hands

Jeong Eun Lee, Hongik University, Republic of Korea*

Nara Youn, Hongik University, Republic of Korea*

Through three studies, this research empirically demonstrates that physical hand movement enhances creativity. The relationship between using hands and creativity is mediated by eliciting embodied metaphor of hands and experience of flow.

Crisis, Food Consumption, Health Marketing, Prosocial Behavior, and Environmental Issues

1. Mental Simulation as an Imbalance Resolution Between Types of Misfortune and Public Donations

Jungyun Kang, Sungkyunkwan University, Korea*

Hakkyun Kim, Sungkyunkwan University, Korea

Kiwan Park, Seoul National University, Korea

People are unwilling to donate to controllable misfortunes. How then can we help such individuals? We suggest that mental simulation can moderate the effects of misfortune type on charitable behaviors. Empirical Studies show that outcome-focused mental simulation leads to charitable giving for controllable misfortunes.

2. Effects of performance goals on food preferences and consumption

Pierrick Gomez, NEOMA Business School, France*
Dimitri Vasiljevic, NEOMA Business School, France

This research examines how performance goals influence food behavior beyond task achievement. In three experiments, we demonstrate that information (i.e., words, slogans) associated with performance increase consumption and preferences for unhealthy food and preferences for it. Further, this effect is due to a need for food energy.

3. The Lonely Philanthropist: How Visual Cues Moderate Charitable Giving

Zoe Y. Lu, University of Wisconsin - Madison, USA*
Robin J. Tanner, University of Wisconsin - Madison, USA

We propose that lonely people have a stronger need for social connection and potentially a greater willingness to help. However, loneliness boosts willingness to help only when lonely people feel emotionally touched and stimulated to seek social connection. We conjecture that different visual cues (e.g., social versus non-social) moderate the effect of loneliness on prosocial behavior.

4. The Interplay of Product Image and Regulatory Focus on Green Consumption

Jung Ju Rue, Korea University, South Korea*
Yuhosua Ryoo, Korea University, South Korea*
Na Kyong Hyun, Korea University, South Korea
Pei Yu Tsai, Korea University, South Korea
Yongjun Sung, Korea University, South Korea
Sunyoung Kim, Korea University, South Korea

This research proposed product image and regulatory focus as key factors that impact consumers' evaluations of green product. The findings reveal that consumers showed more positive responses when gentle products were paired with promotion messages than with prevention messages, while did not show any significant differences in strong products.

5. Does Hunger Matter? How Focal Image Style, Food Type and Physical Status Impact CRM Effectiveness

Pei-Chi Chen, National Sun Yat-sen University, Taiwan*
Chun-Tuan Chang, National Sun Yat-sen University, Taiwan

This research examines how the impact of an ad's focal image style (product-focused/cause-focused) on the effectiveness of cause-related marketing (CRM) is influenced by the food type (vice/virtue) being advertised and the viewer's physical status (hungry/satiated). We found two significant two-way interactions affecting purchase intention and attitude towards the sponsoring firm.

6. Reflecting on young women's carnivalesque ritual alcohol consumption

Emma Dresler, Massey University, New Zealand*
Leigh Parker, Universal College of Learning, New Zealand
Margaret Anderson, Massey University, New Zealand

Alcohol, as a product, is generally consumed in the pursuit of pleasure. The study adopted the theoretical framework of melding Bakhtin's theory of carnival with ritual consumption to explore how young women navigate the temporal and spatial boundaries, to legitimise their experience of collective hedonistic alcohol consumption.

7. The Interplay of Consumer Animosity and Regulatory Focus in Influencing Consumer Responses to Cause-Related Marketing

Moon-Yong Kim, Hankuk University of Foreign Studies, South Korea*

The current research proposes that high (vs. low) level of consumer animosity will lead to more unfavorable responses to a

foreign brand in the ad with a CRM message when consumers are promotion-focused. In contrast, the effect of consumer animosity will be attenuated when consumers are prevention-focused.

8. *Healthy versus tasty: A Canadian test*

Michael BASIL, University of Lethbridge*
Olivier TRENDLE, Grenoble Ecole de Management
Carolina WERLE, Grenoble Ecole de Management

Foods promoted as “healthy” are often assumed to be less tasty. However, this association appears to vary across cultures. This research examines the association among Canadian students. Using both explicit and implicit measures, we found participants more likely to consider healthy foods to be tasty.

9. *The Effect of Subjective Abundance on Prosocial Behavior*

Ruth Pogacar, University of Cincinnati, USA*
Karen Machleit, University of Cincinnati, USA
James Kellaris, University of Cincinnati, USA

Subjective Abundance influences consumers independent of objective resources. Thinking about loved-ones induces subjective abundance, which interacts with Financial Abundance, independent of mood, so people are more prosocial when high in subjective abundance but low in financial abundance, possibly explaining differences in prosociality between higher and lower socioeconomic status individuals.

Emotions, Motivations, and Mindsets in Consumer Behavior

1. *Accept the Product You Are Anxious About: How Much of a Role Does Hope Play And When?*

Yu-Ting Lin, Imperial College London, United Kingdom*
Andreas Eisingerich, Imperial College London, United Kingdom

Since new products are also associated with high levels of uncertainty and risk, consumers believe innovative offerings could provide possibilities in their lives due to product-related hope but may also be anxious about the product's performance. Thus, driving forces of hope versus anxiety, and self-esteem on adoption are worthy of further investigation.

2. *Impact of power on the persuasion of fear appeals in green advertising*

Shankha Basu, Nanyang Technological University, Singapore*
Sharon Ng, Nanyang Technological University, Singapore

Power influences the persuasiveness of fear appeals in green advertising. Three studies show that high power leads to lower persuasiveness of fear appeals in green advertising. This is especially so when the consumer's attention is focused more on the personal threat than on the environmental threat implied in the ad.

3. *The Price of Abundance: How a Wealth of Experiences Impoverishes Savoring*

Jordi Quoidbach, University Pompeu Fabra*
Elizabeth Dunn, University of British Columbia, Canada

In a series of correlational and field studies, we found that being a world traveller—or just feeling like one—undermined the proclivity to savor visits to enjoyable, but unextraordinary destinations by endowing individuals with a sense of abundance.

4. *Who Regrets More After a Choice? The Role of Dialectical Thinking*

Rongrong Qiu, Fudan University, China*
Xiucheng Fan, Fudan University, China

Dialectical thinking means considering two opposites spontaneously and regarding things as changeable and connected. The current article finds that people who have high degree of dialectical thinking experience more post-decision regret than people

of low degree of dialectical thinking. The conclusion complements the theory of regret.

5. Seeing Goals in Products: Effects of Goal Visualization on Product Valuation

Hae Joo Kim, School of Business and Economics, Wilfrid Laurier University*

We show that a product (e.g., curvy bottle) which merely helps consumers visualize an end-state (e.g., toned physique) creates an illusory perception that the goal is easier to attain, which subsequently, increases the perceived value of the product. The effect is attenuated when actual goal progress is made.

6. I Can't Change Much but We Make a Difference – the Influence of Societal Nostalgic Consumption on Optimism about Future

Canice M. C. Kwan, The Chinese University of Hong Kong, China*

Shirley Y. Y. Cheng, Hong Kong Baptist University

Alex S. L. Tsang, Hong Kong Baptist University

Four studies differentiate two sources of nostalgic content (collective vs. personal) and show how collective nostalgia colors consumers' perceptions about their future and thus promotes risk-taking decisions in public policy endorsement. We also examine a novel explanation which extends nostalgic from social connectedness to identification with a collective entity.

7. Universal Consumer Motivation Scale (CMS) – construction, validation and application

Dominika Maison, Psychology Department, University of Warsaw, Poland*

Magdalena Poraj-Weder, Psychology Department, University of Warsaw, Poland

Based on four survey studies (each based on national-wide representative sample, n=1000) we constructed 26-items Consumer Motives Scale (CMS) and Consumer Motivation Model. The scale fits to all psychometric standards (validity, reliability). The CMS consists of 5 major consumers' motivations: power/recognition; control, belonging, reward, quality.

8. The Discrete Emotions Theory Controversy in Psychology and Relevance to Consumer Behavior

Louis Daily, Center For Global Business Research, University of Phoenix, USA*

Fiona Sussan, Center For Global Business Research, University of Phoenix, USA*

Norris Krueger, Center For Global Business Research, University of Phoenix, USA*

Universality of emotions is relevant to Consumer Behavior. Consumer scholars like de Mooij sided with culture school, but universal dominated Psychology. Matsumoto used Ekman's universal theory in consumer research. The debate has opened with new research. This paper reviews history of debate and new studies, draws conclusions for future.

9. Abstract Thinking Explaining the Effect of Mixed Emotions on Creativity

Eunjin Hwang, Hongik University, Republic of Korea*

Nara Youn, Hongik University, Republic of Korea

Through three studies, we showed that mixed emotions promoted abstract thinking, which in turn led to enhanced creativity. Individual differences in the extent to which people prefer structure moderated the effect of mixed emotions on abstract thinking.

10. Selling New Hotel Membership Programs: The effects of knowledge-based control and climate for psychological safety

Norman Peng, University of Westminster*

Annie Chen, University of Westminster

This research examines how knowledge-based control influences hotels' new membership schemes sales performance. In addition, the moderating effect of climate for psychology safety will also be investigated. 86 key informants filled out the survey. Findings' implications to hotel management literature and practices are discussed.

AP-ACR Conference Gala Dinner

7:00pm - 10:00pm

Golden Palace Seaview Banquet Hall, Tsim Sha Tsui, Kowloon

The conference gala dinner will be held in "Golden Palace Seaview Banquet Hall" located at: 26/F, iSQUARE, 63 Nathan Road, Tsim Sha Tsui, Kowloon.

Transportation arrangement:

1. Coach service will be provided for the transportation from CUHK School of Business Building to the restaurant. Pick up at CUHK School of Business Building at 6:30pm.
2. You can also use the MTR train to travel between the two locations: University Station -> Hung Hom Station, transfer, Hung Hom Station -> Tsim Sha Tsui East.

Sunday, 21 June 2015

AP-ACR Conference Registration and Information Desk

8:30am - 5:00pm CUHK Business School, Ground Floor

AP-ACR Keynote Speech (two keynotes)

9:00am - 10:00am CUHK Business School, Lecture Theater 1

Professor Mary Frances Luce (Duke University)
Professor Linda Price (University of Arizona)

Coffee Break

10:00am - 10:15am CUHK Business School, Ground Floor

Session 4

10:15am - 11:30am CUHK Business School, Classrooms

4.1 Feelings and Emotions

Room: LT5

Chair: Zhiyong Yang, University of Texas at Arlington, USA

1. Loneliness and Moral Identity

Jinfeng (Jenny) Jiao, University of Iowa, USA*
Jing Wang, University of Iowa, USA*

We examine how loneliness influences moral identity—the extent to which being a moral person is important to an individual's identity. Across three studies, we show lonely people consider being a moral person as less important to their identity, and this effect of loneliness on moral identity is mediated by empathy.

2. Decoding the Opening Process

Yixia Sun, CUHK Business School, The Chinese University of Hong Kong*
Yuansi Hou, CUHK Business School, The Chinese University of Hong Kong
Robert. S. Wyer, CUHK Business School, The Chinese University of Hong Kong

Five experiments confirmed the hypothesis that observing a box being opened is intrinsically rewarding and that the positive feelings it elicits can increase evaluations of its contents independently of the nature of these contents.

3. The Effect of Anxiety on Risky Decisions

Zhiyong Yang, University of Texas at Arlington, USA*
Ritesh Saini, University of Texas at Arlington, USA
Traci Freling, University of Texas at Arlington, USA

This research theorizes that situationally activated anxiety, whether incidental or integral, drives decision makers to more heavily emphasize subjective anecdotal information in their decision making, at the expense of more factual statistical information—a deleterious heuristic called the anecdotal bias. Four studies provide consistent support for this assertion.

4.2 All about Prices: Consumer Characteristics and Responses to Pricing Strategies

Room: LT7

Chair: Yinlong Zhang, University of Texas at San Antonio, USA

1. Consumers' Local-Global Identity and Price Sensitivity: The Role of Sacrifice Mindset

Huachao Gao, University of Texas at San Antonio, USA
Yinlong Zhang, University of Texas at San Antonio, USA*
Vikas Mittal, Rice University, USA

Based on social-identity literature, we propose when local (vs. global)-identity is salient, consumers tend to be in a sacrifice mindset, resulting in less price sensitivity. Results from multiple studies show support for our theorizing regarding the effect of local-global identity on price sensitivity and the mediation role of sacrifice mindset.

2. Exploring the Role of Social Visibility and Goal Framing in PWYW Pricing

Rajat Roy, Curtin University, Australia*
Fazlul Rabbanee, Curtin University, Australia
Piyush Sharma, Curtin University, Australia

We use two studies to show that price consciousness moderates the effects of altruism and internal reference price on consumers' willingness to pay (WTP). Moreover, social visibility (private vs. public) moderates the impact of goals (intrinsic vs. extrinsic), and this interaction disappears in the presence of an external reference price.

3. Consumer Understanding of Price Promotion Communication

Pei Jie Tan, University of South Australia, Australia
Svetlana Bogomolova, University of South Australia, Australia*

Consumer literacy and numeracy skills applied to the shopping task, determines how well consumers can achieve their shopping goals. The study tests the ability of a representative sample from the US and Australia to understand the common types of price promotions across a range of FMCGs, durables and services.

4. An eye-tracking investigation of the price label layout effect on visual attention and choice

Svetlana Bogomolova, Ehrenberg-Bass Institute for Marketing Science, Australia*
Harmen Oppewal, Monash University, Australia
Justin Cohen, Ehrenberg-Bass Institute for Marketing Science, Australia
Jun Yao, Monash University, Australia

The research tests how the layout of the unit price information: font size, position, signposting and colour coding; and consistency of the format, affect unit price usage during grocery choices. Eye-movements and purchase decisions are observed during a natural but experimentally designed shopping task.

4.3 Social Media

Room: LT4

Chair: Jonathan Deschenes, HEC Montreal, Canada

1. Social Media Usage Results In Purchasing Online

Philipp Hendrik Steiner, University of St. Gallen, Switzerland*
Tobias Schlager, University of St. Gallen, Switzerland
Peter Maas, University of St. Gallen, Switzerland

In our study including four countries throughout three industries, we show that a high level of consumer identification with the Social Media brand increases the likelihood of making a purchase online. This relationship is mediated by the consumers' evaluation of the channels.

2 Consumers' Representations of Social Media

Lana Jurdak, HEC Montreal, Canada
Jonathan Deschenes, HEC Montreal, Canada*
Sylvain Senecal, HEC Montreal, Canada

Existing literature exposes isolated pieces of information related to social media such as usage motivations and purchasing processes. A thorough understanding of how consumers experience the social media is missing. A ZMET analysis is performed with consumers in order to understand what social media represents to them.

3. Exploring the Diffusion of Negative Celebrity Information on Social Media: The Case of Korean Celebrities Involved in DUI Accidents

Sarahpang Pang, Korea University, Korea*
Dahye Jeong, Korea University, Korea*
Sejung Marina Choi, Korea University, Korea*

Two case studies were carried out on the diffusion of news on Twitter, regarding Korean celebrities involved in driving-under-influence (DUI) incidents. Tweets related to the issue were collected and social network analysis was performed. The results from the study provided valuable insights and implications for crisis management on social media.

4. Enhancing customer participation in social media: a value co-creation perspective

Hongxia Zhang, Peking University*
Hongzhi Gao, Victoria University of Wellington
Mary Tate, Victoria University of Wellington
Jia Chen, Peking University*

we examine how Chinese social media has been used to participate with Chinese consumers, by critically examining the social media strategies of a leading food brand (Nestlé China). we aim to answer what factors influence the effectiveness of social media marketing and branding strategies for non-traditional food products in China?

We acknowledge the National Science Foundation (71172031,71472008) and Guanghua-Cisco Leadership Institution Joint Project (#12-10) support.

4.4 Methodological Issues in Data Collection and Data Analyses

Room: LT8

Chair: Yu Chen, State University of New York

1. Blinding Us to the Obvious? The Effect of Statistical Training on the Evaluation of Evidence

Blakeley McShane, Northwestern University, USA*
David Gal, University of Illinois at Chicago, USA

The emphasis placed on null hypothesis significance testing in academic training and reporting may lead researchers to interpret evidence dichotomously rather than continuously. We present data showing a substantial majority of researchers across different fields, including consumer research, denies the existence of statistically insignificant evidence.

2. Customer Engagement Behavior: Scale Development and Validation

Hongyan Yu, Sun Yat-Sen University, China*
Ann Veeck, Western Michigan University, USA

Our purpose is to develop a validated scale for customer engagement. Based on Service-dominant Logic and Value Co-creation theory, we have composed a definition of CEB. We carried out four studies to develop the scale following the procedure proposed by Hinkin. The CEB Scale we developed is reliable and validated.

3. Dealing with Structural Variance in Cross-Cultural Consumer Research

Yu Chen, State University of New York, Farmingdale, NY, US*
Ruben Chummitaz, IESEG Paris

Nicholas Paparoidamis, IESEG Paris

The present research proposes that certain external influences, such as differences in cultural dimensions and consumer action loyalty, may lead to predictive bias and result in metric variance. In case of impossibility of general structural invariance, countries should be categorized based on critical cultural dimensions or consumer loyalty level.

4. Recovery Satisfaction Construct and Construct-Related: Assessment Measurement from Item Response Theory

Martín Hernani-Merino, Universidad del Pacífico (UP/Lima), Peru*

Giuliana Isabella, São Paulo University (FEA/USP), Brazil

Enver Gerald Tarazona Vargas, Pontificia Universidad Católica del Perú, Peru

José Afonso Mazzon, São Paulo University (FEA/USP), Brazil

Researchers have explored the antecedents and consequences of recovery satisfaction by creating, improving or using scales. However, scales should be invariant among contexts and cultures. Using item response theory, a methodological approach that helps measure items, we evaluated some constructs related to it. Results, limitations and future research are discussed.

4.5 Brand and Service Failures

Room: RM201

Chair: Ziwei Wang, Peking University, China

1. I Know It's not Your Fault! Effect of Social Exclusion on Attribution of Brand Crisis

Ziwei Wang, Peking University, China*

Ping Tu, Peking University, China

This research explores the effects of social exclusion on brand crisis attribution. Through four experiments we found that excluded participants made less internal attribution of the crisis to the brand when being asked to judge the responsibility of the brand. Moderating effects of trait perspective taking ability and number of attribution targets were also tested.

2. Does it Matter who should be Blamed? Minimizing Customer Aggression When Service Failed

Jun M Luo, Nottingham University Business School China*

Martin J Liu, Nottingham University Business School China

Ruizhi Yuan, Nottingham University Business School China

Natalia Yannopoulou, New Castle University Business School

This empirical paper addresses how customer aggression varies as a function of cognitive and emotional arousals after service failure. It extends attribution theory by examining group empowerment and face as moderating effects in negative emotion-aggression relationship. This paper also adds customer skepticism as a mediating effect in attribution-negative emotion relationship.

3. The Dialectical Mind can be Sweet toward Crisis-Associated Brands

Bing Shi, Marketing, Sun Yat-sen University*

Haizhong Wang, Marketing, Sun Yat-sen University

Wumei Liu, Business School, Lanzhou University

This study explores roles of consumers' philosophical thinking and a country of origin in a crisis setting. Dialectical thinking induces an increase in Chinese consumers' purchase intention for crisis-associated brands. This is true for brands from China and Western countries. Findings contribute to ways of handling brand crises in China.

4. Stay or Leave: Examining the Effect of Brand Identity Fusion on Consumers' Responses to Brand Transgressions

Jhih-Syuan Lin, University of Georgia, USA

Yongiun Sung, Korea University, South Korea

Kuan-Ju Chen, University of Georgia, USA*

This research examines factors that qualify or limit the effectiveness of self-brand connection variables and demonstrates the motivational processes underlying consumers' coping responses to brand transgressions of different magnitudes, types, and product categories. Empirical findings of two studies are discussed; theoretical implications and ideas for future research are offered.

4.6 Framing and Perspectives

Room: RM211

Chair: Preetha Menon, Symbiosis Institute of Business Management, India

1. The effect of option framing on consumer choice for service options

Michaela Kreitmair, University of Erlangen-Nuremberg, Germany*

Martina Steul-Fischer, University of Erlangen-Nuremberg, Germany

Service providers like travel agencies or insurances often give consumers the opportunity to adapt a service according to their individual needs by offering additional options to supplement a base service. Focusing on hedonic and utilitarian additional services, we analyze experimentally the influence of option framing on consumer choice.

2. Increasing the efficacy of Exchange Offers: Effect of Message Framing, Promotion Bundling and Product Category on Exchange Offer Efficacy

Preetha Menon, Symbiosis Institute of Business Management, India*

This paper examines the effect of message frames and promotion bundling on consumer preferences for the advertisement, the offer and their intention to buy. This paper also demonstrates these effects in varying product categories of hedonic and utilitarian benefits and situations when consumer preferences reverse.

3. Moving Up or Down: Power Distance Belief and the Asymmetric Effect of Vertical Brand Extension

Jenny, Xiaoyan Liu, Nanyang Technological University, Singapore*

Sharon Ng, Nanyang Technological University, Singapore

Elison Lim, Nanyang Technological University, Singapore

Three studies examine how power distance Belief (PDB) impacts consumers' evaluation of vertical brand extensions. We propose that, compared to low PDBs, high PDBs rate the upward (downward) extension more favorably, as upward extensions match their status enhancement mindset while downward extensions are in conflict with such a mindset.

4. "Just Me Versus We: How Feelings of Social Connection during Positive and Negative Experiences Impact Memory"

Kara Bentley, University of South Carolina, USA

Priyali Rajagopal, University of South Carolina, USA*

We examine the impact of social connection on memory accessibility. We find that shared experiences are more accessible than individual experiences, and that people associate shared (individual) experiences more strongly with positive (negative) affect. Further, this effect is moderated by the need to belong trait.

4.7 Antecedents of Consumer Preference for Indulgent/Hedonic Consumption

Room: LT6

Chair: (Grace) Ga-Eun Oh, HKUST

1. The Influence of Nutrition Information on Sequential Consumption Decisions for Indulgent Food

(Grace) Ga-Eun Oh, HKUST*

Young Eun Huh, HKUST

Anirban Mukhonadhvav, HKUST

This research examines the effect of nutrition information on initial choices and subsequent consumption decisions for indulgent food. We find that nutrition information has no effect on initial choices between unhealthy and healthy foods. However, it makes restrained eaters reduce subsequent consumption of indulgent food, after prior unhealthy choice.

2. The Color of Indulgence: The Impact of Dark Color on Consumer Preference for Indulgent Consumption

Kuangjie Zhang, Nanyang Technological University, Singapore*
 Monica Wadhwa, INSEAD, Singapore*
 Amitava Chattopadhyay, INSEAD, Singapore

In this research, we examine the impact of degree of darkness of colors on indulgent consumption behaviors. We propose that when consumers focus on the pleasurable (vs. sinful) aspect of indulgent consumption, exposure to dark color as compared to bright color cues enhances (vs. reduces) consumers' preference for indulgent consumption.

3. Preference Reversal of Indulgent Rewards as A Dynamic Self-Control Mechanism

Qian Xu, The University of Hong Kong*
 Liyin Jin, Fudan University, China
 Ying Zhang, Peking University, China

The present research tested for a dynamic self-control process that helps to resolve the conflicts between a focal goal and a chronicle goal by altering the choice of the indulgent reward that undermines the chronicle goal (e.g., cheese cake) during versus after the focal goal pursuit.

4. What's Next? Anticipated Consumption Variety: Borrowing Affect from the Future to Slow Satiation in the Present

James Mead, University of Kentucky, USA
 Maura L. Scott, Florida State University, USA*
 David Hardesty, University of Kentucky, USA

This research investigates the influence of anticipated future consumption variety on consumers' present consumption satiation. It demonstrates that consumers who anticipate more (vs. less) future variety satiate more slowly. Further, consumers' negative affect drives the slowed satiation. Product type (vice or virtue) and consumer emotional intelligence moderate this effect.

AP-ACR Luncheon

11:45am - 2:00pm

Coach service will be provided.

Session 5

2:00pm - 3:15pm

CUHK Business School, Classrooms

5.1 Materialism and Gifting

Room: LT4

Chair: Yaniv Shani, Tel Aviv University

1. Mixing Friendship with Money: Guests' Monetary Gifts and

Yaniv Shani, Tel Aviv University*
 Shai Danizger, Tel Aviv University
 Marcel Zeelenberg, Tilburg University, The Netherlands

We find that wedding guests that give a larger monetary gift consume more admit to having money-market type thoughts

while close guests will feel uncomfortable for having such thoughts. We show that close friends give more money and feel better about their monetary gift when it is given after consumption

2. Mortality Salience and Materialistic Consumption: Role of Self versus Loved Ones

Yanan Wang, Bishop's University*

Through four studies, we distinguished two types of mortality salience, namely mortality salience of self (MSS) and mortality salience of a loved one (MSLO), and found that MSS promotes materialistic consumption whereas MSLO prevents it. The mechanism that may explain the divergence has been proposed.

3. Doing and Being 'Right': Exploring Consumption, Materialism, Culture, and Happiness in India

Himadri Roy Chaudhuri, International Management Institute-Kolkata, India

Rajat Roy, Curtin University, Australia

Fazlul K Rabbanee, Curtin University, Australia*

In the consumer subjective well-being arena, there is scarce work on understanding how unique cultural values and normative influence impact life satisfaction. We focus on India to study subjective well-being, materialism, social comparison and Karma doctrine. Results show consumers use value based justification to remain happy. Research implications are discussed.

4. Do Asians Keep Up with the Joneses? A Process Perspective on How Susceptibility to Interpersonal Influence and Materialistic Orientation Predict Compulsive Buying

Jiat Chow Tan, Nanyang Technological University, Singapore*

S.H. Annabel Chen, Nanyang Technological University, Singapore

Yin-Leng Theng, Nanyang Technological University, Singapore

Adopting a process framework by which it can be identified how susceptibility to interpersonal influence and materialistic orientation predicts compulsive buying in a sample of Asian college students. Findings indicated that susceptibility to interpersonal influence predicted compulsive buying through materialistic orientation and this was significant only for normative influence.

5.2 The Influence of Seemingly Irrelevant Factors on Food Consumption

Room: LT5

Chair: Marcus Chee Tiong Tan, Bond University, Australia

1. The Effects of Social Setting and Portion Size on Food Consumption Amount

Marcus Chee Tiong Tan, Bond University, Australia*

Chris Dubelaar, Bond University, Australia

Natalina Zlatevska, Bond University, Australia

Food is available in different portion sizes and is generally consumed in a social setting. We study the combined effect of portion size and social setting on individuals' consumption. By manipulating portion sizes and social visibility levels we show that social visibility changes how people react to portion size changes.

2. The Effect of Motion on Food Appeal

Aner Tal, Cornell University, USA

Yaniv Gvili, Ono Academic College

Moty Amar, Ono Academic College*

Yael Halak, Ono Academic College

Brian Wansink, Cornell University, USA

Colombe Bomaleaur, Cornell University, USA

Across 2 experiments we show that depictions of food with implied-motion lead to enhanced evaluations of food attractiveness. We argue that this demonstrates an overextension association between motion and freshness. We suggest that this can be used

to promote healthier food choices and consumption by increasing their appeal via implied-motion.

3. Romantic Exposure and Sweet Food Consumption

Xiaojing Yang, University of Wisconsin - Milwaukee, USA

Huifang Mao, University of Central Florida, USA

Lei Jia, University of Wyoming, USA*

Melissa Bublitz, University of Wisconsin - Oshkosh, USA

Building upon research on food consumption, conceptual metaphor, and assimilation and contrast, we examine how romance stimuli exposure affects consumers' sweet food consumption. We find that romantic exposure increases propensities to consume sweet food among romantically uninvolved consumers but reduces the tendency to consume sweet food among romantically involved consumers.

5.3 Context Matters: Time, Space, and Semantics

Room: LT8

Chair: Canice M. C. Kwan, The Chinese University of Hong Kong

1. The Influence of Time-Interval Descriptions on Goal-Pursuit Decisions

Nira Munichor, Hebrew University of Jerusalem, Israel*

Robyn LeBoeuf, Washington University, USA

We find that people are more likely to pursue goals when the time allotted to goal pursuit is described by extents ("in 2 months") rather than dates ("by June 23"). This may happen because extents prompt a greater focus on the outcomes, whereas dates increase attention to the means.

2. Understanding the Effect of Last Name on Acquisition Timing in China

Xi Chen, Business School, China University of Political Science and Law*

Guoli Yang, Business School, China University of Political Science and Law

This research examines the effect of last name on acquisition timing for Chinese people over a series of three studies. This research illustrates a conclusion that the earlier in the pinyin alphabet the first letter of surname is, the faster the person responds to acquisition opportunities.

3. The Effect of Jargon on Sensitivity to Omissions in Judgment based on Limited Evidence

Ruomeng Wu, University of Cincinnati, USA*

Esta Shah, University of Cincinnati, USA

Frank Kardes, University of Cincinnati, USA

Two experiments investigate the positive effect of jargon on sensitivity to omitted information. Ease of processing and perceived credibility can have opposing influences on how people evaluate technical product descriptions. Jargon can also increase sensitivity to missing information. Implications of jargon utilization and omission neglect are discussed.

4. Is Leaving More Space Always Better? The Effect of Empty Space on Persuasion

Canice M. C. Kwan, The Chinese University of Hong Kong, China*

Xianchi Dai, The Chinese University of Hong Kong, China

Robert S. Wyer, The Chinese University of Hong Kong, China

Four studies demonstrate the effects of empty space on communication effectiveness. We show that the amount of empty space surrounding a statement decreases message persuasiveness and compliance with its implications. This effect is mediated by people's inferences from empty space that the communicator leaves room for doubt when conveying message.

5.4 Ethnographical and Sociological Analyses of Culture

Room: RM211

Chair: Ram Vikas, Institute of Rural Management Anand, India

1. "I will Give Gold, Silver and Gold Coins", says Bride's Mother: Ethnomusicology of Consumer Culture in the Ritual Songs of India

Ram Vikas, Institute of Rural Management Anand, India*

In this research I have ethnographically analyzed ritual songs to find out the collective desire of a cultural group. I found that collective desires are expressed for possession of objects, brands and relationships.

2. Conceptualizing Consumer Freedom: Liberating Shopping Practices Among Moroccan Women

Delphine Godefroit-Winkel, Ghana Institute of Management and Public Administration, Business School, Accra, Ghana*
Samuel K. Bonsu, Ghana Institute of Management and Public Administration, Business School, Accra, Ghana*

This paper seeks to extend literature on the emancipatory potential of markets. Drawing on a three-year ethnography in Casablanca, we investigate practices by which Moroccan women, who are submitted to rigid social conventions, pursue social freedoms through emerging market conditions. We propose a new theoretical avenue of socio-cultural freedom.

3. Constructing Identities Through Consumption: The Context of Mobile and Local Skilled Consumers in Britain

Cristina Galalae, Coventry University, UK*
Jikyong Kang, Asian Institute of Management*

Positioned within the tenets of consumer culture theory, this study explores the intertwining of the acculturation processes of local and migrant consumers in culturally plural contexts. Using ethnographic methods, we explore the conditions under which local and migrant consumers' identity positions represent tactical choices or contingent responses to the structural realities

4. Bubble Living: Social Class and Contextual Influences on Immigrant Consumer Acculturation in a Non-western Cultural Context

Wakiuru Wamwara, Wright State University, USA*

This research highlights the necessity of incorporating contextual influences in investigations of consumer acculturation. We focus on immigrants from highly industrialized countries and their adaptation in a less developed country. We find that the adaptation processes are mitigated by "life lived in a bubble", social class and cheap labor.

5.5 Branding, Brand Images, and Brand Extensions

Room: RM201

Chair: Zoe Lee, University of Bath, UK

1. Sound Symbolism and the perception of Luxury versus Basic Brands

Abhishek Pathak, Nanyang Technological University, Singapore*
Gemma Calvert, Nanyang Technological University, Singapore
Elison Lim, Nanyang Technological University, Singapore

We investigated the effect of phoneme or sound of a word on the perception of hypothetical luxury/basic brand-names and hypothesized that the information contained within the phonetic structure of luxury and basic brand-names is distinct from each other and this distinction helps in maintaining the exclusivity of luxury brands implicitly

2. Influence of Low Endorser-Brand Congruence

Sukyung Kang, Korea University, South Korea*
Hyehyun Yulrea Kim, Korea University, South Korea
Dahye Jung, Korea University, South Korea

Kyunhoon Boo, Korea University, South Korea
Sejung Marina Choi, Korea University, South Korea

Celebrity endorsement is a popular advertising strategy. However, when celebrity image is incongruent with brands, little is known under such circumstances on how consumers as their extended-self would respond. This study aims to know the effects of implicit self-esteem in endorsement and brand incongruence. Extensive discussion and suggestions are provided.

3. "It's a bit of a mask, it's not pure...it's not what I thought": How doppelganger brand images attack brand authenticity

Zoe Lee, University of Bath, UK*
Joanne McCloskey, University of Bath, UK
Michael Beverland, University of Bath, UK

This paper presents an interpretivist analysis of how consumers process negative information projected from doppelganger brand images in relation to perceived brand authenticity. Analysis indicates how different identity benefits (control, connection and virtue) and institutional legitimacy motivate consumers to re-evaluate brand authenticity and form a four-step brand judgement process model.

4. Love is Blind - The influence of Brand Attachment on Brand Extension Success

Daniel Heinrich, Technische Universität Braunschweig, Germany*
David Sprott, Washington State University, USA
Carmen-Maria Albrecht, University of Mannheim, Germany

We propose that consumers' emotional brand attachment can help better understand the interplay of fit and brand extension success. We show that consumers who are emotionally attached to a brand will be less impacted by the level of fit and hence even low fitting extensions will be successful.

5.6 Affect versus Reason

Room: LT7

Chair: Anish Nagpal, University of Melbourne, Australia

1. The Impact of Power on Reliance on Feelings versus Reasons in Decision Making

Yunhui Huang, Hong Kong University of Science and Technology, China*
Jiewen Hong, Hong Kong University of Science and Technology, China
Hannah H. Chang, Singapore Management University, Singapore

We examine the impact of power on consumer decision making. Results from four experiments provide converging evidence that people in high- (low-) power states are more likely to rely on affective feelings (cognitive reasoning) in making judgments and decisions.

2. Implicit Attitude Formation and Change: Relative Impact of Affective versus Cognitive Processing Modes

Anish Nagpal, University of Melbourne, Australia*
Juan Jose Muzio Posadas, Villa & Moreno
Angela Paladino, University of Melbourne, Australia

Across four studies, we show a differential impact of affective versus cognitive processing modes on the formation of new implicit attitudes, as well as the alteration of old-implicit attitudes. Further, we uncover the existence of a mismatching effect between affective/cognitive processing modes and cognitively/affectively laden implicit attitudes.

3. Managing the complexity of Nostalgia: A study of Affective and Cognitive consequences of Nostalgic Advertising among consumers

Ekta Srivastava, Indian Institute of Management Lucknow India

Satish Maheswarappa, Indian Institute of Management Lucknow India*

We suggest ways to predict the affective outcome of ambivalent nostalgia through nostalgic ad executional variables and develop a link between nostalgia and cognitive processing style. We also investigate outcomes in the form of self-brand connection and willingness to pay a premium. We conduct four studies using content analysis and experiments.

4. When is More Better and When is it Worse? Causal Reasoning Drives Preference between Single and Dual Benefit Products

Kelly Saporta, the Open University of Israel, Israel

Shai Danziger, The Faculty of Management, Leon Recanati Graduate School of Business Administration, Tel-Aviv University, Israel.*

Steve Sloman, Brown University, USA

This research examines the effects of causal structure on preference between dual and single benefit medications. In four studies, participants preferred a dual benefit medication if they believed the symptoms result from the same cause, while preferred the single benefit option if they believe the symptoms result from different causes.

5.7 How Consumers of All Ages Interact with Social Media to Make Social Connections

Room: LT6

Co-chairs: Alice Wang, University of Iowa

Catherine Cole, University of Iowa

Participants:

Ying Ding, Renmin University of China, China
 Jayson Jia, The University of Hong Kong
 Yuwei Jiang, The Hong Kong Polytechnic University
 Jing Xu, Peking University
 Yinlong Zhang, The University of Texas at San Antonio
 Juliet Zhu, Cheung Kong Graduate School of Business, China

Echo Wen Wan, The University of Hong Kong
 Meng Zhang, The Chinese University of Hong Kong, China
 Xianchi Dai, The Chinese University of Hong Kong, China
 Leilei Gao, The Chinese University of Hong Kong, China
 Sara Kim, The Chinese University of Hong Kong, China
 Feifei Huang, The Chinese University of Hong Kong, China

We aim to understand how consumers of all ages engage in social media to establish and maintain social connections. We discuss how consumers of different ages engage in social media, how their social media behaviors facilitate social connections, and whether their behaviors mediate the effect of aging on social connection.

Coffee Break

3:15pm - 3:30pm

CUHK Business School, Ground Floor

Session 6

3:30pm - 4:45pm

CUHK Business School, Classrooms

6.1 How Should I Put it? Information Presentation Affects Consumer Choices

Room: LT7

Chair: Shankha Basu, Nanyang Technological University, Singapore

1. Positively Useless: Irrelevant Negative Information Enhances Positive Impressions

Meyrav Shoham, Technion - Israel Institute of Technology, Israel*

Sarit Moldovan, Technion - Israel Institute of Technology, Israel

Yael Steinhart, Tel-Aviv University, Israel

In a series of studies we show that irrelevant information, such as unhelpful user reviews, can enhance product appeal – if

framed negatively. When unhelpful reviews appear alongside positive ones, consumers conclude that there is nothing negative to say about the product, which boosts the impact of the positive reviews.

2. Choosing one at a time? Simultaneously presented options lead to normatively better choices than sequentially presented options

Shankha Basu, Nanyang Technological University, Singapore*

Krishna Savani, National University of Singapore, Singapore

Four experiments investigate the effect of choosing among simultaneously (versus sequentially) presented options. Findings suggest that people are more likely to choose the normatively best option when they view the options simultaneously. Mediation analysis reveals that greater deliberation, when considering options simultaneously, may be a possible mechanism for the phenomenon.

3. By-Brand or By-Category? The Effect of Display Context in Evaluating Incongruent Brand Extensions

Xiaoying Zheng, Guanghua School of Management, Peking University, China*

Ernest Baskin, School of Management, Yale University, USA

Ravi Dhar, School of Management, Yale University, USA

Siqing Peng, Guanghua School of Management, Peking University, China

A robust finding in brand extension literature is that fit determines the success of brand extensions. This paper demonstrates that the relative emphasis on fit in brand extension evaluation is malleable and susceptible to the context where the extension product is displayed.

4. The Impact of Online Store Image Based on Ratings on New Product Quality Evaluation and Purchase Intention

Sigen Song, School of Business Administration, Anhui University of Finance and Economics China*

Ping Wang, School of Business Administration, Anhui University of Finance and Economics China

Wei Xu, School of Business Administration, Anhui University of Finance and Economics China

Store image has been proving to be a key contributor to business performance in both conventional and eCommerce market. By conducting conjoint analysis, the results show that ratings as the third-party trustmark, an important category of online store image, had impacts on quality evaluation and purchase intention of new product.

6.2 Cross Cultural Issues in Consumer Behavior

Room: RM211

Chair: Emi Moriuchi, Fort Hays State University, USA

1. Mental Traveling Along Social and Temporal Distance: The Influence of Cultural Orientation on Construal Level

Vincent Chi Wong, The Chinese University of Hong Kong, China*

Robert S. Wyer, The Chinese University of Hong Kong, China

This paper provides an integrated framework in examining the interactive effects of general cultural orientations (e.g., individualism/collectivism and short/long-term orientation) and psychological distance (e.g., social and temporal distance) on construal level. The present research reconciles the mixed findings of previous research on the effects of cultural orientation on construal level.

2. Culture Moderates Biases in Search Decisions

Jake A. Pattaratanakun, Cambridge Judge Business School, University of Cambridge, UK*

Vincent Mak, Cambridge Judge Business School, University of Cambridge, UK

Prior studies suggest that consumers search insufficiently compared with benchmark optimal strategies. We point out that

those studies were mostly conducted with Westerners; Easterners, with their higher sensitivity to sunk costs, could exhibit a reversal of this bias at high search costs. Experimental results support our theorizing with process evidence.

3. The Factors That Affect Donation Advertising Effectiveness: An Experimental Research on Felt Ethnicity towards In-Group and Out-Group from Young Americans' Perspectives

Emi Moriuchi, Fort Hays State University, USA*

Christina Chung, Ramapo College, USA

This study examines how in-group versus out-group perspectives influences the effectiveness of donation advertising among young Americans. Using two different countries' disasters (America vs Japan), an experimental research approach was used. The results explain that felt ethnic identify and in-group vs out-group perspective are significant factors on donation advertising.

6.3 Scent, Taste, and Touch: Sensory Information and Product Perception

Room: LT8

Co-chairs: Hui Gao, School of Journalism and Communications, South China University of Technology in Guangzhou, China
Chunlin DUAN, School of Journalism and Communications, South China University of Technology in Guangzhou, China

1. When Keeping It Simple Isn't Stupid: The Cost of Olfactory Complexity

Shilpa Madan, Nanyang Technological University, Singapore

Elison Lim, Nanyang Technological University, Institute on Asian Consumer Insight, Singapore*

Scents are widely used across retail-environments to make consumers linger longer. These positive effects of scent are generally attributed to mood-enhancement. Across four studies, we investigate the under-researched dimension of scent complexity and show that complex scents (vs. simple) impair cognitive task performance. The effect is moderated by perceived familiarity.

2. Taste Buds with An Agenda: Is Food Experience Affected by Consumers' Values and Beliefs

Aner Tal, Cornell University, USA

Yaniv Gvili, Ono Academic College, Israel*

Moty Amar, Ono Academic College, Israel

Brian Wansink, Cornell University, USA

Across three studies, we show that associating food with an objectionable ideology leads people to experience poorer taste. Specifically, donations to a political party one ideologically objects reduce evaluations of food from the donating company. We argue that this occurs because objectionable ideology arouses moral disgust, which hurts taste.

3. Sampling Traps: How the Opportunity to Sample Experiential Products Reduces Hedonic Value

Sarah Wei, University of Alberta, Canada*

Gerald Häubl, University of Alberta, Canada

Intuitively, sampling multiple experiential products before selecting one of them should be beneficial to consumers. By contrast, we show that the opportunity to sample tends to trap consumers into over-exploration, reducing their motivation to consume any of the alternatives in its entirety, and consequently reducing enjoyment of the consumption experience.

4. The Cross-Modal Effects Of Packaging Glossiness On Haptic Perception

Caroline Cloonan, ISG Business School, France*

Gwenaëlle Briand Decré, LUNAM University, University of Angers, GRANEM (Groupe de Recherche Angevin en Economie et Management) - UMR MA 49- Faculté des Lettres, Langues et Sciences Humaines and Affiliate member of Professor Aradhna Krishna's Sensory Marketing Laboratory at*

This article examines the cross-modal effect of glossiness versus matte packaging on haptic perception and product liking. It shows that a product with a glossy packaging is perceived as lighter, thinner, colder and smoother than a product with a matte

packaging. Moreover a glossy packaging increases the product liking.

6.4 Ownership and Decision Modes

Room: LT4

Chair: Jungkeun Kim, AUT University, New Zealand

1. The Ownership Distance Effect: The Impact of Traces Left by Previous Owners on the Evaluation of Used Goods

Jungkeun Kim, Auckland University of Technology, New Zealand*

Sungeun (Ange) Kim, Auckland University of Technology, New Zealand

We propose the ownership distance effect in the context of buying used products, in that salient traces left by previous owners will increase the ownership distance between potential buyers and the object, resulting in decreased evaluations of the used products. Four experimental studies confirm the ownership distance effect.

2. Is the effect of ownership larger than the effect of abstraction in Seller-Buyer Discrepancy?

Chung-Hui Tseng, Tamkang University, Taiwan*

This research discussed the seller-buyer discrepancy. An experiment was conducted to test the effect of sense of ownership from endowment effect and abstraction in mental representations from construal level theory on price discount and anticipated regret. Results showed that the effect of ownership is larger than the effect of abstraction.

3. Time to Possess, Time to Progress: The Impact of Temporal Ownership on Time Perception

Yegyu Han, Korea University, Korea, Republic of*

Sang Kyu Park, Korea University, Korea, Republic of*

Yongjun Sung, Korea University, Korea, Republic of

Time is often linguistically portrayed either in a narrative or possessive framing. Building on this tendency, the authors demonstrate that communicating time in possession framing increases perceived ownership and feelings of responsibility towards making use of time. The heightened responsibility leads consumers to minimize time loss, but maximize time investment.

4. I will Keep it because I Choose it: The Influence of Decision Response Mode on Preference Persistency

Jungkeun Kim, Auckland University of Technology, New Zealand*

We explore the impact of different types of response modes (i.e., choice vs. rating task) on preference persistency in the subsequent task. The results of six experiments indicate that participants expressing their preference through the choice (vs. rating) task showed a higher tendency to keep their previously selected option.

6.5 Self and Possessions

Room: RM201

Chair: Ying YU, Huazhong University of Science and Technology, China

1. Object Agency and the Extended Object

Russell Belk, York University, Canada*

The extended object is theorized as the counterpart to the extended self. Object extension is formulated as involving Extension by Association and Extension by Co-constituted Action. Drawing on the agency of objects, the extended object offers a counter to the post-structuralist reduction of consumer behavior to being treated as text.

2. Saying no to the glow: Why consumers resist arrogant brands

Nira Munichor, The Hebrew University of Jerusalem, Israel

Yael Steinhart, Tel-Aviv University, Israel*

In five studies, we demonstrate that when consumers experience a self-threat, they may avoid brands that convey arrogance in favor of a competing, non-arrogant alternative. Such avoidance, in turn, has positive implications for vulnerable consumers, as it helps them to restore their self-worth and feel better about themselves.

3. Impact of purchase type on happiness: The moderating role of self-discrepancy

YU Ying, Management School, Huazhong University of Science and Technology, China*

JING Fengjie, School of Business, East China University of Science and Technology, China

Previous literatures state that individuals will be happier if they spend their money on experiences purchases than on material purchases. This study focuses on the particular material purchase (status purchase) and reveals that high self-discrepancy participants increase their preference to material purchase and intensity of goal motivation drives such behavior.

4. The Real Me or the Ideal Me: A Match between Self-Concept and Ad Message Framing

DONG HOO KIM, University of North Carolina, USA*

Jinnie Jinyoung Yoo, Gachon University, Korea

Wei-Na Lee, University of Texas at Austin, USA

Results from an experimental study suggest that consumers primed with the actual-self evaluated the concrete ad message more favorably than did the abstract ad message. In contrast, those primed with the ideal-self responded more favorably to the abstract ad than to the concrete ad.

6.6 Information Sharing

Room: LT5

Chair: Aiqiang Fang, Sun Yat-Sen University, China

1. To Share or Not to Share: What Drives SNSs Users' Intention to Share?

Pei-Wen Fu, National Sun Yat-sen University, Taiwan*

Chi-cheng Wu, National Sun Yat-sen University, Taiwan

Yung-Jan Cho, National Sun Yat-sen University, Taiwan

This research explore the factors that influence SNSs users' intention to share. Applying both quantitative and qualitative studies, we identify three important factors: sharing motives, message types, and social capital focus. Both self-interest and communal motive drives users' sharing intention, but it subject to message types and social capital focus.

2. Passion, goals and word-of-mouth behaviour in a classical music context

Eudora Tong, RMIT University, Australia*

Christopher White, RMIT University, Australia

Tim Fry, RMIT University, Australia

The concept of passion is incorporated into the Model of Goal-directed Behavior to provide an intrinsic expression of desires. The results indicated that passion is a distinct construct. The model with passion explained substantially more variance in classical music attendees' word-of-mouth behaviour than one without (27.6% to 62.9% respectively).

3. The impact of Chinese customer's state and trait regulatory focus on customer engagement behaviors

Xinxin Chen, Sun Yat-Sen University, China

Hongyan Yu, Sun Yat-Sen University, China

Aiqiang Fang, Sun Yat-Sen University, China*

Weijian Zeng, Sun Yat-Sen University, China

This research used two studies to explore the relationships between customer engagement behaviors and customer's state and

trait regulatory focus, respectively. In total, the results showed that customer engagement behaviors (complaint and recommendation) were different in customers with different state and trait regulatory focuses.

4. The journey or the destination: Asymmetric impact of process and outcome on service evaluations

Aruna Divya Tatavarthy, Indian Institute of Management Bangalore India*
Swagato Chatterjee, Indian Institute of Management Bangalore India*

Extant literature identifies process and outcome to be different aspects but says little about how individuals process them while evaluating services. Based on theoretical insights from Construal Level Theory and empirical analysis on real online consumer reviews we found why process and outcome gets asymmetric importance while evaluating services.

6.7 The Effects of Workload, Numeracy, and Framing on Consumer Financial and Health Decision Making

Room: LT6

Co-chairs: Maura Scott, Florida State University, USA
Martin Mende, Florida State University, USA

1. The Influence of Categorical Framing on Budgeting

Miaolei Jia, National University of Singapore, Singapore*
Xiuping Li, National University of Singapore, Singapore
Leonard Lee, National University of Singapore, Singapore

Consumers tend to set higher budgets for their next-month expenditure when they explicitly budget for component categories of consumption than when they simply set an overall budget. Contrary to the prediction of prior research, under categorical (vs. overall) framing, consumers' self-reported actual spending deviated most from their budgets.

2. The Effects of Workload Level and Literacy on Consumer Compliance

Maura Scott, Florida State University, USA*
Martin Mende, Florida State University, USA*
Mary Jo Bitner, Arizona State University, USA
Amy Ostrom, Arizona State University, USA

Consumers are increasingly faced with more demands as a customer (e.g., completing paperwork before an appointment). Our framework explains why consumers have greater compliance when they are given higher (vs. lower) workload demand levels. A field study with actual medical patients, and a series of experiments supports the conceptual model.

3. Numbers and Preventive Decision Making.

Monica Wadhwa, INSEAD, Singapore*
Kuangjie Zhang, Nanyang Technological University, Singapore

Health messages can be made more effective by presenting the numerical cues incorporated in the message in a round versus precise format. Furthermore, mere exposure to round (vs. precise) numerical cues in an unrelated context can positively impact one's likelihood of adopting preventive health behaviors.

4. Three Papers + Lively Discussion Format. Discussants are listed below

Maura Scott, Florida State University, USA*
Martin Mende, Florida State University, USA*

After the presentations, we will discuss the convergence of the findings. The presenters and audience will generate ideas and explore linkages between the papers. We encourage presenters/audience members to draw conceptual models of the connections between papers or offer competing views, to create a "workshop" atmosphere with interaction and discussion.

Program Committee

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Man Ching Kwan, The Chinese University of Hong Kong
Jessica Y. Y. Kwong, The Chinese University of Hong Kong
Leonard Lee, National University of Singapore

Zoe Lee, University of Bath, UK
Jing Lei, The University of Melbourne, Australia
SU Lei, Hong Kong Baptist University
Fine F. Leung, The University of Hong Kong
Eric Levy, University of Cambridge, UK
Ran Li, The Chinese University of Hong Kong
Xiuping Li, National University of Singapore
Xueni Li, The Hong Kong Polytechnic University
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Nathan Novemsky, Yale University, USA
(Grace) Ga-Eun Oh, Hong Kong University of Science and Technology
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Yanping Tu, University of Chicago, USA
Ekant Veer, University of Canterbury, New Zealand
Monica Wadhwa, INSEAD, Singapore
Fang Wan, University of Manitoba, Canada
Lisa C. Wan, The Chinese University of Hong Kong

Jeff Wang, City University of Hong Kong, Hong Kong, China
Yanan Wang, Bishop's University
Ziwei Wang, Guanghua School of Management, Peking University, China
Keith Wilcox, Columbia University, USA
Jimmy Wong, Monash University
Chi Wong, The Chinese University of Hong Kong
Susanna Y.N. Wong, The Chinese University of Hong Kong, Hong Kong
Qian Xu, Fudan University, China
Dengfeng Yan, University of Texas at San Antonio, USA
Chun-Ming Yang, Ming Chuan University, Taiwan
Zhiyong Yang, University of Texas at Arlington, USA
Yang Yang, Carnegie Mellon University, USA
Catherine Yeung, National University of Singapore
Yan Zhang, National University of Singapore
Yinlong Zhang, University of Texas at San Antonio, USA
Ke Zhang, The University of Hong Kong
Nan Zhang, Peking University
Min Zhao, University of Toronto, Canada
Xiaoying Zheng, Peking University
Wenli ZOU, The University of Hong Kong
Rami Zwick, University of California Riverside, USA

附錄 2
照片集錦



Figure 1.開幕酒會



Figure 2.專題演講 1 一景



Figure 3. 專題演講 1 一景



Figure 4. 會議現場一景



Figure 5. 會議現場一景



Figure 6. 研討會 1

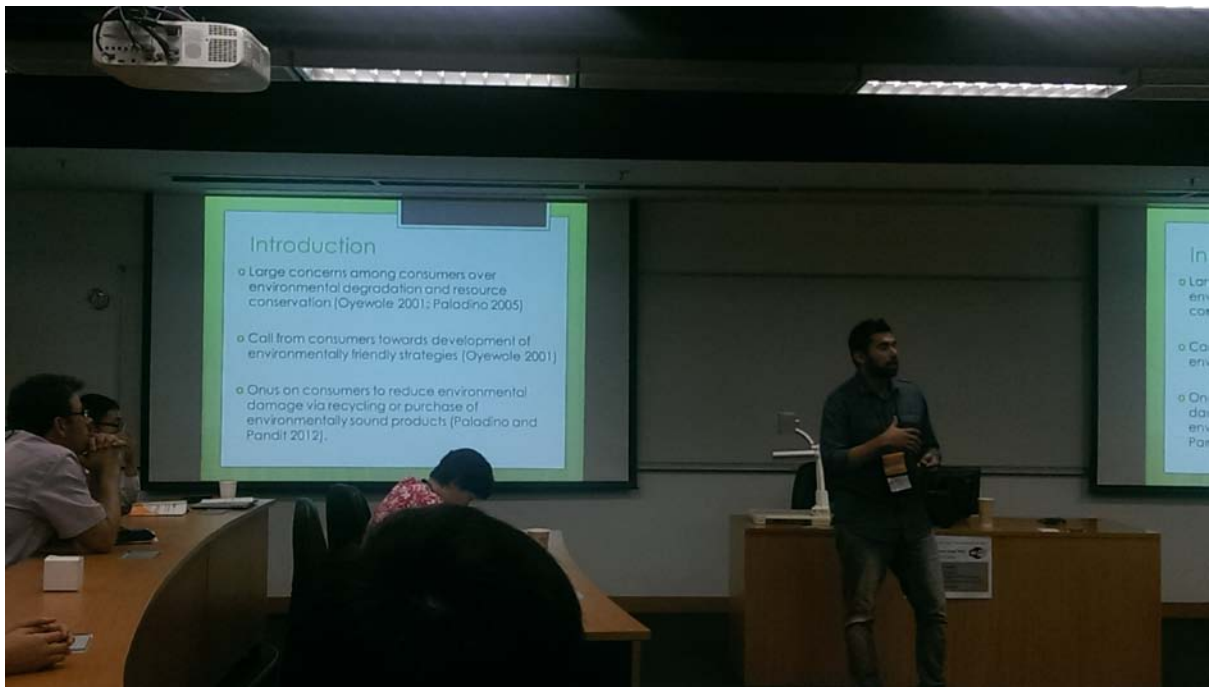


Figure 7.研討會 2



Figure 8.海報發表會一景



Figure9.與演講者 Professor Brent McFerran(Simon Fraser University)及 Dr. Wenbo Wang(Hong Kong University of Science and Technology)交流合影



Figure 10.專題演講 2 一景



Figure 11. 專題演講 2 一景



Figure 12. 研討會 3