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.

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93. 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 Chingchi 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.

94. 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.

95. 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).

96. 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.