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.

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18. 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.

19. 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.

20. Does Hunger Matter? How Focal Image Style, Food Type and Physical Status Impact CRM Effectiveness
Pei-Chi Chen, National Sun Yat-sen University, Taipei
Chun-Tuan Chang, National Sun Yat-sen University, Taipei

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.

21. Global Brands and Consumer Psychological Adaptation to New Cultural Environments
Sunmyoung Cho, Yonsei University, Seoul, Korea

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22. When Celebrities Become Brands
HeaKeung Choi, Korea University, Korea
Sarahine 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.

23. 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.