The Effects of Investment and Brand Transgression on Brand Commitment

Jung Ju Rue, Korea University, South Korea
Yongjun Sung, Korea University, South Korea
Yunjoo Jeong, Korea University, South Korea

Commitment in consumer-brand relationship has been interesting areas to explore for the researchers. Although numerous researches have 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.

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36. 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.

37. 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.

38. 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.

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

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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.

40. 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
Byoungho 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.

41. 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).