The People We Love to Love and People We Love to Hate: the Role of Similarity, Attractiveness, Admiration, Jealousy and Intelligence in Predicting Desired Outcomes of Reality TV Scenarios

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Title: People We Love to Love and People We Love to Hate: Predicting Desired Outcomes of Reality TV Scenarios  Authors: Jennifer L. Young, University of Texas at Austin Julie Irwin, University of Texas at Austin  Abstract: This study seeks to uncover the qualities of participants that people look for when deciding on a reality TV contestant to root for or root against. We examine the relationship between a number of respondent ratings (e.g., similarity to self, attractiveness, intelligence) and the respondents’ desire to see the contestant win or lose. We expected, and found, that preference for contestant success depended on the type of reality show (we tested four basic types: relationship drama, sadism, trickery and glamour).

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in which object attachment was broad and deep and brands important, the broadness of the attachment as well as the importance of brands, is likely to decrease in the infatuation stage.

In the committed relationship stage consumers focus their attention on the relationship they have. In this stage, the breadth of object attachment decreases, as consumers are shifting their attention from objects to the relationship, and no longer feel the need to communicate a distinct identity. In contrast, the depth of object attachment increases, since the objects acquire bring additional symbolic meaning that is likely to be linked to the relationship (e.g., romantic dinners or holidays). Similarly, the importance of brands decreases, since consumers no longer need brands as much to reinforce their ideal-self.

During the relationship decline and dissolution stage consumers begin to separate themselves from the relationship identity, and start seeking a new individual identity. As a consequence, the breadth of their attachment to objects grows in view of the fact that consumers begin to experiment with new products. At the same time, the depth of the attachment decreases, as the objects are just trials, i.e., not meaningful per se. Simultaneously, brands are increasing their importance, since consumers start paying more attention to what brands can signal about their identity and use it for creating a new identity.

The existence of a link between a consumer relationship stage and his or her consumption pattern has several implications for both marketers and consumers. Consumers are likely to be more influenced by certain types of persuasive messages in particular stages of their relationships. Marketers could use this information to their advantage to better target those consumers who are likely to be most receptive towards the message. For example, consumers in the decline stage are more likely to be receptive towards innovations and products that involve excitement. As they seek for a new identity they are willing to experiment with a variety of products. Brands of the products, on the other hand, should be communicated to single consumers or those in the beginning of a relationship, as they are more susceptible to use a brand as a signal of status and quality.

Consumers, on the other hand, could overcome vulnerability associated with particular stages (such as the decline stage), if they can link their feelings to a particular stage. Recognizing that consumption might be a reflection of a particular relationship stage that might leave the consumer insecure can help the consumer limit or control excessive spending.

Attributional Processes during Product Failures–The Role of the Corporate Brand as Buffer

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Information about product failures is expected to deteriorate brand attitudes. However, our research indicates that the harmful impact is attenuated if the responsibility for the failure can be assigned to a superordinate brand. We found a significant interaction between the favorability of product information and the strength by which a product brand is endorsed by a corporate brand. Negative information reduced attitudes towards the product brand but only when the product brand was not strongly endorsed by a corporate brand. These findings call for the incorporation of the corporate brand’s function as buffer into the models of brand architecture.

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This study seeks to uncover the qualities of participants that people look for when deciding on a reality TV contestant to root for or root against. We examine the relationship between a number of respondent ratings (e.g., similarity to self, attractiveness, intelligence) and the respondents’ desire to see the contestant win or lose. We expected, and found, that preference for contestant success depended on the type of reality show (we tested four basic types: relationship drama, sadism, trickery and glamour).

The Sphere of Pure Consumption: Outsourcing the Production of Sacred Commodities

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This paper explores the phenomenon of outsourcing of production of sacred ‘commodities’. The example of the international markets for adoption is examined as one manifestation of such outsourcing. The creation of distance and separation between the ‘production’ and ‘consumption’ cycles is offered as one of the ways consumer markets seek an utopian market where production does not taint consumption. The industrialised late capitalist economies are seen as becoming a sphere of pure consumption, while the less industrialised economies in transition are seen more and more as bearing the lion’s share of production of these ‘products’.