New Notion of Nostalgia
Keiko Makino, Seijo University, Japan

The purpose of this study is to propose a new notion of nostalgia and to offer propositions by critically reviewing the previous literature. The propositions concern (1) positive/negative feelings evoked by nostalgic experiences, (2) continuity/discontinuity between the past and the present, and (3) warmth as emotion/aesthetic quality.

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183. Deception in Marketing: How the Source Influences Consumers’ Responses to Deception and Its Contagious Effect on Unrelated Immoral Behavior

Marijke Leliveld, University of Groningen, The Netherlands
Laetitia Mulder, University of Groningen, The Netherlands

This study shows that perceptions of deceptive marketing strategies can be influenced by situational factors, like the source of the deception. Moreover, deception can be contagious to other (im)moral behavior, both related to the source, as well as unrelated to a consumer context.

184. Compassion for Evil but Apathy for Angels: The Interactive Effects of Mortality Salience and Just-World Beliefs on Donation Behavior

Fengyan Cai, Shanghai Jiao Tong University, China
Robert S. Wyer Jr., Chinese University of Hong Kong, Hong Kong

The present research examines the interplay of mortality salience and just-world beliefs in helping behavior. When mortality is not salient, individuals are more willing to help victims for whom they have much sympathy (little sympathy) when the need for help is low (great). Mortality salience qualifies these effects, however.

185. All Types of Mortality Salience Are Not Equal: The Effect of Contemplating Natural vs. Unnatural Death on Materialism Behavior

Zhi Wang, Chinese University of Hong Kong, Hong Kong

While previous research on Terror Management Theory (TMT) argues that Mortality Salience drives individuals to behave differently than they would otherwise, the literature has not differentiated behaviors caused by contemplations of death in different ways (e.g., unnatural vs. natural). This research aims to fulfill this gap by synthesizing TMT and Just-World Theory.


Sargent Shriver, Temple University, USA
Uma Karmarkar, Harvard University, USA
Michael I. Norton, Harvard University, USA
Angelika Dimoka, Temple University, USA

The authors use behavioral and functional neuroimaging methods to explore the mechanisms that underlie the evaluation of product information, and how this evaluation impacts purchasing behavior.

187. New Notion of Nostalgia

Keiko Makino, Seijo University, Japan

This study proposes a new notion of nostalgia and offers propositions by critically reviewing the previous literature. The propositions concern positive/ negative feelings evoked by nostalgic experiences, continuity/ discontinuity between the past and the present, and warmth as emotion/ aesthetic quality.

188. Constructing the Citizen-Consumer through Political Discourse in the U.S.

Gokcen Coskuner-Balli, Chapman University, USA
Gulnur Tumbat, San Francisco State University, USA

As political discourses denote a profound way that consumer subjectivities are constructed in the marketplace, this study explores the conceptualization of consumerism through political discourse in the US. Through historical analysis of American presidential speeches, we explore the myths that underlie the construction of consumer-citizens and their relations with the government.