Implementation Intentions As Self-Regulation Tool For Low- and High-Level Impulsive Buyers – a Behavioral and Neurophysiological Investigation

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In postmodern societies impulsive buying is increasingly prevalent and can even transition to pathological compulsive buying with negative consequences on consumers’ well-being. This paper analyses the effectiveness of self-regulatory implementation intentions to control impulsive buying behavior. Results suggest that implementation intentions are a valuable tool for decreasing impulsive buying tendencies.

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6. Knowing When to Assimilate and When to Contrast: Self-Control and the Influence of Contextual Order

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We explore the role of self-control in consumption contexts where assimilation and contrast effects emerge. This research reveals that the presentation order of food stimuli (healthy vs. indulgent or ambiguous) has a striking impact on both consumer evaluations of healthiness and the amount consumed.

7. All Things Considered: When the Budgeting Process Promotes Consumers’ Savings

Min Jung Kim, Texas A&M University, USA
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We examine when the budgeting process can promote consumers’ savings. Results show that when consumers consider spending and savings goals to the same extent, the budgeting process makes them perceive savings goals as being more important, which in turn increases the amount of money saved.

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In postmodern societies, impulsive buying has become increasingly prevalent and can even transition to pathological compulsive buying with negative consequences on consumers’ well-being. This paper analyses the effectiveness of self-regulatory implementation intentions to control impulsive buying behavior. Results suggest that implementation intentions are a valuable tool for decreasing impulsive buying tendencies.

9. Joe vs. joe: Turning to One’s Partner vs. Favorite Product in Emotion Regulation

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We compare negative emotion regulation strategies of support from partner vs. the consumption of a favorite beverage. When the negative emotion is irritation (vs. sadness or anxiety) a larger number turn to their product. Furthermore, those who imagine product consumption (vs. partner support) in the irritation condition report more reduced feelings of irritation.

10. The Influence of Social Relationships on Self-regulatory Focus in Buying for Others

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Ada Leung, Pennsylvania State University Berks, USA
Cuiping Chen, University of Ontario Institute of Technology, Canada

Existing research often treats self-regulatory focus as a situational variable that can be made temporarily salient by task framing. Our research posits self-regulatory focus as an inherent characteristic of social relationships. Making purchase decisions for a particular social tie elicits a certain self-regulatory focus.