The Effect of Significant Other’S Perceived State on the Evaluation of Relevant Products

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The present research examines the effect of significant other’s positive or negative state on the consumer’s subsequent purchase intentions. We propose that individuals will exhibit compensatory attitudes toward certain products depending on their significant other’s behavior or situation prior to such product assessment task.

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49. **Power over When: If Time is Human, Humans Act When They Want**
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In this research, we explore the humanness of time and demonstrate that consumers can exhibit a “power over when.” Specifically, when time is perceived to be human, high-power (vs. low-power) individuals perceive a power over when to do something, and show little concern for the time dimension of intertemporal options.

50. **Gifting Lightly When Feeling Powerful: Self-Construal, Power, and Gifting Anxiety**
Fang Wan, University of Manitoba, Canada
Mehdi Akghari, University of Manitoba, Canada
Annika Sun, University of Manitoba, Canada
Yuwei Jiang, Hong Kong Polytechnic University, Hong Kong

Results of two experiments illustrate that high Interdependents experience more gifting anxiety than low Interdependents. The effect disappears when a feeling of higher psychological power is induced.

51. **Will Purchasing from Groupon Make A Lonely Consumer Feel Empowered? Loneliness and Preference for Group-Buying Purchase Experiences**
Hangeun Lee, Yonsei University, South Korea
Jinyoung Lee, Yonsei University, South Korea
Kyoungmi Lee, Yonsei University, South Korea
Hakkyun Kim, Concordia University, Canada

We find that lonely consumers prefer group-buying experiences to individual-buying experiences because they obtain feelings of consumer empowerment by participating in group-buying. This research provides insights for understanding how consumers cope with their feelings of loneliness in the marketplace, and how they restore better self-views.

52. **The Identifiable In-Group: Group Status Moderates the Identifiable Victim Effect**
Alixandra Barasch, University of Pennsylvania, USA
Rod Duclos, HKUST, Hong Kong
Emma Edelman, University of Pennsylvania, USA

We investigate an important moderator of the identifiable victim effect: victim group status. While most studies focus on the out-group (e.g., victims of a foreign crisis), we build on previous work on identifiable vs. statistical victims by investigating the effectiveness of appeals that highlight in-group vs. out-group victims.

53. **The Effect of Significant Others’ Perceived States on the Evaluation of Relevant Products**
Kiwan Park, Seoul National University, South Korea
Jiyoung Lee, Seoul National University, South Korea
Jerry Jisang Han, University of Texas-Austin, USA

The present research examines the effect of significant others’ positive or negative states on the consumer’s subsequent purchase intentions. We propose that individuals will exhibit compensatory attitudes toward certain products depending on their significant other’s behavior, or on the situation prior to such a product assessment task.