Scarab Beetles Among the Sheep and Goats: Some Choices Are Just Meant to Be Made

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Adding to literatures on irrational beliefs and meaningful coincidences, we introduce synchronicity to consumer research and develop consumers' belief in signs as a moderator. Importantly, we show congruence between synchronous events is unnecessary for events to become meaningful signs for consumers motivated to construct meaning out of the synchronous events.

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22-D: Scarab Beetles among the Sheep and Goats: Some Choices are Just Meant to be Made

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Adding to literatures on irrational beliefs and meaningful coincidences, we introduce synchronicity to consumer research and develop consumers' belief in signs as a moderator. Importantly, we show congruence between synchronous events is unnecessary for events to become meaningful signs for consumers motivated to construct meaning out of the synchronous events.

22-E: Manipulate Attributions to Improve Satisfaction for Nonconscious Self-discrepant Behaviors

YanHong Hu, Hong Kong Baptist University, Hong Kong, China
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Individuals with interdependent self construal who are nonconsciously activated by variety-seeking goals are more satisfied with self-discrepant variety-seeking behaviors than those consciously activated after they realize their self-discrepant behaviors. Whether an accessible external attribution exists also impacts satisfaction. Perceived self determination fully mediates the relationship between attribution and satisfaction.

22-F: Powerful People Think Differently: Power and Reliance on Associative Knowledge in Consumption Contexts

Hendrik Slabbinck, Ghent University, Belgium
Mario Pandelaere, Ghent University, Belgium

We provide deeper insights into the knowledge structures on which powerful and powerless consumers rely on when making judgments and decisions. To do so, we make a distinction between associative (i.e. implicit) and propositional (i.e. explicit) knowledge and posit that powerful people rely more heavily on associative knowledge than powerless people.

22-G: Temporal Distance and Consumer Preference for Hedonic and Functional Attributes

Nai-Hwa Lien, National Taiwan University, Taiwan
Yi-Ling Chen, National Taiwan University, Taiwan

This research investigates (1) whether the preference for hedonic vs. functional product attributes change as temporal distance increases; (2) the moderating role of processing goal on temporal distance effect. Results of three experiments support our hypotheses and indicate the hedonic attribute is a high level construal and functional attribute is low-level.

22-H: The Role of Impulsiveness in Consumers’ Choice: Impulsive Behavior can be Economically Rational

Angelos Stamos, Katholieke University Leuven, Belgium
Sabrina Bruyneel, Katholieke University Leuven, Belgium
Bram De Rock, Katholieke University Leuven, Belgium
Laurens Cherchye, Katholieke University Leuven, Belgium
Siegfried Dewitte, Katholieke University Leuven, Belgium

We investigate the economic rationality of consumers acting on impulse. In two studies we manipulate impulsiveness and we assess the rationality of consumers’ choice. Using state-of-the art elicitation methods, we find that impulsiveness does not have an impact on economic rationality, though it does impact choice.