The Warmth of Our Regrets
Andrew W. Perkins, Western University, Canada
Jeff Rotman, Ivey Business School, Western University, Canada
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We show that individuals experiencing action regret feel physically warmer than individuals experiencing inaction regret. Moreover, we find individuals self-regulate their perceived warmth by desiring cooler drinks (vs. warm) when experiencing action regret, whereas individuals desire warm (vs. cool) drinks when experiencing inaction regret.

[to cite]:

[url]:
http://www.acrwebsite.org/volumes/1014892/volumes/v41/NA-41

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01-F: How Hand Position Impacts Cognitive Processing: Implications for Mobile Marketing Messages

Keith Coulter, Clark University, USA
Anne Roggeveen, Babson College, USA
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Basing our theory on the embodied cognition literature, we demonstrate how the differential processing of information that is proximal versus distal to the hands can impact how an advertising message is perceived and encoded. The research has important practical significance for the field of mobile marketing.

01-G: Effects of Highly Attentive Services: Role of Relationship Dynamics and Norms

Maggie Wenjing Liu, Tsinghua University, China
Lijun Zhang, Peking University, China
Hean Tat Keh, University of Queensland, Australia

While special attention and little extras to consumers may create satisfying service encounters, highly attentive services can affect consumer negatively. With two lab experiments, we posited and tested that consumer satisfaction and purchase intention with high attentiveness may vary across different relationship dynamics and norms between customers and service providers.

01-H: Responses to Comedic Violence Advertising: Norm Beliefs and Age Effects

Hye Jin Yoon, Southern Methodist University, USA
Yeuseung Kim, DePaul University, USA

Comedic violence ads generate humor through norm violation. Consistent with social norm theories, this study found that greater norm beliefs on violence in advertising positively influenced evaluation of comedic violence ads. Norm beliefs also interacted with age; norm belief effects on ad responses became stronger with the increase of age.

02-A: Get Rid of Your Pennies If You’re Looking for Relaxation: The Role of Money in Psychological Tension

Mehdi Akhgari, University of Manitoba, Canada
Hamed Aghakhani, University of Manitoba, Canada
Kelley Main, University of Manitoba, Canada

Results of two studies investigate the psychological consequences of money. The concept of money increases psychological tensions such as stress, anxiety, and depression for money owners. Specially, reminders of possessing low denominations of money such as coins increase the owner’s psychological tension.

02-B: The Warmth of Our Regrets

Seung Hwan (Mark) Lee, Colorado State University, USA
Jeff D. Rotman, Ivey Business School, Western University, Canada
Andrew W. Perkins, Ivey Business School, Western University, Canada

We show that individuals experiencing action regret feel physically warmer than individuals experiencing inaction regret. Moreover, we find individuals self-regulate their perceived warmth by desiring cooler drinks (vs. warm) when experiencing action regret, whereas individuals desire warm (vs. cool) drinks when experiencing inaction regret.