Anti-Brand Movement: Politico-Cultural Resistance and Ethical Commitment

Emre Ulusoy, University of Texas - Pan American, USA

Anti-brand communities are an example of social movements that go beyond the political and cultural dichotomy by playing a substantive role in the creation of alternative cultural venues for consumers to voice their oppositions and construct resistant identities that extend into more generalized political venues for broader social change.

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15-F: Two Fates: The Motivational and Cognitive Effect of Mortality Salience on Variety-Seeking
Zhongqiang (Tak) Huang, Chinese University of Hong Kong, Hong Kong, China
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This research examines the cognitive and motivational effect of mortality salience in a domain of consumer behavior, namely, variety-seeking of consumer products. One experiment provides initial evidence that cognitive priming of mortality salience increases variety-seeking while motivational priming leads to lower tendency to choose variety.

15-G: Remember the Bad? Goal Relevance, Valence, and the Encoding of Information in Consumer Decisions
Michael Hair, Georgia Institute of Technology, USA
Samuel Bond, Georgia Institute of Technology, USA

Our research explores the effects of goal activation and framing on memory for positive and negative information in a consumer decision setting. Findings of two studies reveal that encoding performance depends jointly on the valence of information and its relevance to active consumption goals.

15-H: To Pursue or Not To Pursue: The Impact of Group Identification on Individual Goal Pursuit
Katina Kulow, University of South Carolina, USA
Thomas Kramer, University of South Carolina, USA
Kara Bentley, University of South Carolina, USA

We examine the impact of group identification on individual goal pursuit. We show that when an interdependent (vs. independent) group member highly identifies with its group, the vicarious goal fulfillment of the individual’s goals, resulting from the group’s successes, will result in disengagement from continued individual goal pursuit.

16-A: Customer Effort and the Moral Self: An Examination in a Product Customization Context
Prakash Das, University of Calgary, Canada
James Agarwal, University of Calgary, Canada

Little research has explored the symbolic aspects of customer effort and its relation to the moral self. In a product customization context, we examine the relationship between customer effort and the moral self. It is found that effort expended influences judgments when the moral self is activated. The moral self increases evaluations of both companies and the individual self when greater effort (vs. less effort) is expended. It is suggested that effort expenditure can have symbolic implications for customers.

16-B: Sub-Ethical Choice Behavior: The Attraction Effect of Scarcity
Ashley Otto, University of Cincinnati, USA
James Kellaris, University of Cincinnati, USA

Subethical choice behavior is compromising one’s values or standards, selecting the inferior ethical alternative. Sub-ethical choices are acceptable but not ideal, giving rise to the term subethical rather than un-ethical. This research examines shelf-based scarcity and finds it sways consumers’ choice away from their ethical ideals in a retail setting.

16-C: Anti-Brand Movement: Politico-Cultural Resistance and Ethical Commitment
Emre Ulusoy, University of Texas - Pan American, USA

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