Thanks But No Thanks: the Impact of Gratitude on Consumer Self-Regulation

Marina Carnevale, Fordham University, USA
Rania W. Semaan, American University of Sharjah, UAE
Stephen J. Gould, Baruch College, CUNY, USA

Despite the plethora of beliefs about the beneficial effects of gratitude, very little evidence exists supporting a cause-effect relationship between gratitude and individuals’ well-being. In this research we aim at addressing this gap in literature by exploring how gratitude can directly impact individuals’ own well-being and preferences.

[to cite]:

[url]:
http://www.acrwebsite.org/volumes/1015113/volumes/v41/NA-41

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25-B: Jujutsu For Compulsive Buyers: Arousal in Shopping Situations Can be Used to Strengthen Self-Control

Benjamin G. Serfas, University of Vienna, Austria
Oliver B. Böttner, University of Vienna, Austria
Arnd Florack, University of Vienna, Austria

This research examines affective processes that underlie compulsive buying and how they can be used for interventions that strengthen self-control. The results show that compulsive buyers experience stronger arousal in shopping situations. Implementation intentions with affective arousal as critical cue helped compulsive buyers to focus their attention.

25-C: Can "Sharing the Guilt" License Indulgence?

Ozge Yucel-Aybat, Pennsylvania State University-Harrisburg, USA
Thomas Kramer, University of South Carolina, USA

We suggest that consumers may be more likely to indulge when they share experiences with others (e.g., with friends), rather than indulging alone. Results of two studies show that in shared (vs. lone) consumption situations, consumers tend to feel less guilty to indulge, since both indulgence and guilt are shared.

25-D: Focus on Your Feelings - But the Right Ones: Insights on the Processes of Ego Depletion

Nina Belei, Radboud University Nijmegen, The Netherlands
Claudia Jasmand, Imperial College London, UK
Brian Sternthal, Northwestern University, USA

This research examines the role of feelings in stimulating versus eliminating the depletion effect. We demonstrate the differential effects of feelings signaling a need to spend less additional resources (e.g., fatigue) versus more additional resources (e.g., hunger) on depleted consumers’ self-regulatory behavior.

25-E: Thanks but No Thanks: the Impact of Gratitude on Consumer Self-Regulation

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25-F: The Darkness Effect: The Effect of Lighting Conditions on Self-Control

Jorge Pena Marin, University of Texas at San Antonio, USA
Ashley Rae, University of Texas at San Antonio, USA
L. J. Shrum, HEC Paris, France

The current research examines whether ambient lighting (brighter vs. darker) impacts self-control. Two studies showed that participants who completed the study in darker conditions ate more indulgent snacks (cookies, M&Ms) than did those in lighter conditions. Potential underlying mechanisms for this effect are discussed.