The Bucket List: How Consumers Customize Temporal Perspective to Guide and Shape Their Life-Story

Anna Jansson Vredeveld, University of Connecticut, USA
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This research explores how consumers use ‘bucket-lists’ to construct life plans that shape identity relevant goals. We contend that consumers use experience related goals to customize their temporal perspective in order to create a coherent self-narrative that interlinks the past, present and future self.

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15-A: Consumer Emotional Intelligence and its Effects on Goal-Oriented Appeals in Advertising

Hongmin Ahn, West Virginia University, USA
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This study demonstrates that consumer emotional intelligence (CEI) influences the persuasiveness of messages in ads, suggesting that CEI is a critical individual difference to consider in predicting consumers’ responses to advertising messages. Importantly, it suggests that the effect of CEI is pronounced when ad messages are prevention-focused (vs. promotion-focused).

15-B: The Impact of Attitudinal Ambivalence on Weight Loss Decisions: Consequences and Mitigating Factors

My Bui, Loyola Marymount University, USA
Courtney M. Droms, Butler University, USA
Georgiana Craciun, University of Pittsburgh, USA

This research examines individuals’ attitudes & intentions toward losing weight and focuses on understanding the maladaptive outcomes of a negative relationship between these attitudes and intentions. Results show that attitudinal ambivalence, self-efficacy, and provision of outcome feedback alleviated the negative effect and improved intentions to try to achieve weight loss goals.

15-C: Don’t Reward Yourself! How Celebration (Not Reward) of Accomplishment Increases Enjoyment and Motivation to Persevere

Aaron Snyder, Stanford University, USA
Baba Shiv, Stanford University, USA

People love to reward themselves for a job well done. However, rewards decrease enjoyment and the perception of intrinsic motivation. In a field experiment, we find evidence that framing an incentive as a celebration (rather than reward) increases both enjoyment and the likelihood of in re-engaging in the incentivized behavior.

15-D: The Effects of Perceived Goal Progress and Assortment Size on Consumer Choice

Moon-Yong Kim, Hankuk University of Foreign Studies, Republic of Korea

When consumers buy multiple items simultaneously, this research proposes that (1) consumers’ perceived level of goal progress will affect their relative choice share of vices (vs. virtues); and (2) their perceived goal progress will moderate how assortment size influences their choice between vices and virtues.

15-E: The Bucket List: How Consumers Customize Temporal Perspective to Guide and Shape Their Life-Story

Jeffrey R. Carlson, University of Connecticut, USA
Anna Jansson Vredeveld, University of Connecticut, USA

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