Let Me Skip the Ads! Revisiting Reactance Theory in an Advertising Context

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Experiencing freedom to watch TV without interruptions led to reactance when the freedom was threatened. Studying reactance becomes important in understanding TV ad effectiveness, due to diverse media usage. However, reactance did not lead to willingness to restore the freedom, which suggests re-examining the psychological reactance theory.

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03-G: Gender Differences in Purchase Attachment Resulting From Loneliness
Sarah Roche, University of Texas at San Antonio, USA
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Not all purchases are incorporated into the extended self equally. Our findings indicate that loneliness and gender interact to predict differential attachment to material and experiential purchases. When they are lonely, men shift their attachment toward experiential purchases and women shift their attachment toward material purchases.

04-A: Consumer Incompetence and the Motivation to Avoid Consumption
Matthew Philp, Queen's University, Canada
Andrew T. Stephen, University of Pittsburgh, USA
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Exploring the impact of feeling as an incompetent consumer on the motivation to avoid consumption of desirable items, this current work finds that the desire to avoid consumption increases (decreases) when past incompetent (competent) purchase decisions are more accessible in memory.

04-B: Understanding Global Impact and Voluntary Simplifier Lifestyles: A Value-Orientation Perspective of Anti-Consumption
Sadia Yaqub Khan, Cardiff University, UK
Mirella Yani-de-Soriano, Cardiff University, UK

The paper compares the value orientation of two conceptually different anti-consumption lifestyles: Voluntary Simplifier (VS) and Global Impact (GI). The results show the two groups have a positive relationship with the value of universalism, but while VS are self-directed, GI are not. Neither VS nor GI are associated with the value of security.

04-C: Let Me Skip the Ads! Revisiting Reactance Theory in an Advertising Context
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04-D: Who Washes a Rental Car? Contamination as a Barrier to Renting
Leslie Koppenhafer, University of Oregon, USA

This research examines contamination as a barrier to renting. Participants evaluated a car rental where cleaning supplies were explicitly/not described and evidence of prior user was present or absent. Participants viewed the company more favorably and were willing to pay more when the prior user was not made salient.

04-E: Making Me Feel Bad Will Make You Pay: Defensive Responses to Self-Threat Based Marketing Communications
Pingping Qiu, Monash University, Australia
Fang Wan, University of Manitoba, Canada
Amitava Chattopadhyay, INSEAD, Singapore

The idea that consumers seek for products to restore their self-worth when self-views are cast into doubt encourages the marketers to use self-threatening messages to persuade consumers to buy. However, we argue that self-threatening appeals may backfire among high self-esteem consumers, since they are susceptible to cues signaling their self-deficiency.