The U-Shaped Relationship Between Hedonic Shopping Motivation and Consumers’ Changes in Purchase Decisions
Mark Yi-Cheon Yim, Canisius College, USA

The current study tests two competing hypotheses about how hedonic shopping motivation affects consumers’ changed purchase decisions. A field study conducted in a superstore illustrates that a U-shaped relationship between hedonic shopping motivation and consumers’ purchase switching is significant while a linear relationship is not.

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What are Friends for: Shifting Focus of Social Relationship to its Instrumentality as a Response to Future Anxiety

Heeyoung Yoon, Yonsei University, Republic of Korea
Kyoungmi Lee, Seoul National University, Republic of Korea

This research suggests that future anxiety heightens the perceived instrumental value of social relationships. As individuals feel more anxious about their future, their appreciation for the instrumental support from a relationship intensifies, and they show more positive attitudes towards an experience that provides an opportunity to meet new people.

Norm Effects on Gender in Social Marketing Campaigns Promoting Savings Behavior

Hye Jin Yoon, Southern Methodist University, USA
Carrie La Ferle, Southern Methodist University, USA

Research examining the influence of social norms on gender is scarce. Two experimental studies found males and females to respond differently to various types of norm information in social marketing campaigns on saving money. The findings provide implications for theoretical as well as practical contributions.

Anchoring Effects in Product Valuation: Inferences and Self-generated Anchors

SangSuk Yoon, Temple University, USA
Nathan Fong, Temple University, USA
Angelika Dimoka, Temple University, USA

The anchoring effect provides important evidence of preference construction, but studies that use anchoring to affect product valuations have reported inconsistent results. We seek to reconcile previous results by evaluating the roles of experimental procedures and participants’ self-generated anchors. We find that both factors moderate the anchoring effect.

Does Believability Matter?
An Exploration of Women’s Responses to a Weight Loss Concept

Jennifer Young, University of Auckland, New Zealand
Denise Conroy, University of Auckland, New Zealand
Sara Jaeger, New Zealand Institute for Plant and Food Research

Using a constructivist perspective, we explored how women, attempting to lose weight, made sense of an appetite control food concept. The in-depth interviews reveal that participants hold uncertain believability responses but definitely will try. Insight is provided into how they balance conflict between their expectations and more emotional wishful thinking.