Discrimination Against the Rich

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Do people punish rich individuals more harshly than middle class individuals? Across four complete studies, we investigate whether and how people discriminate against the rich by punishing a small-time offender more severely when that offender is perceived to be wealthy rather than non-wealthy.

[to cite]:

[url]:
http://www.acrwebsite.org/volumes/1017317/volumes/v42/NA-42

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Feeling Affiliated vs. Feeling Relegated: The Impact of Gender and Interpersonal Touch on Emotions and Product Evaluations

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This research explores how gender differences influence emotions and preferences for products evaluated after being touched by a stranger and shows that consumer responses to interpersonal touch depend on the gender of the person touching, the gender of the person being touched, and the type of touch (intentional vs. unintentional).

Parasocial Memory: Consumers’ Symbolic Narratives and Cultural Distinctions of Celebrities’ Intimate Familiarity

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Jeff Jianfeng Wang, City University of Hong Kong

This research explores on celebrity ‘parasocial memory’ among Filipino consumer groups and describes how the concept operates through their symbolic narratives. It delineates celebrities like referent others; themed with identities of friends, family members, and significant others. Implications on socially-constructed memory, consumer identity, and political marketing celebrity persuasion are discussed.

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The Effect of Caffeine Consumption on Performance in Group Decision-Making

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While caffeine is shown to increase an individual’s systematic processing, prior research has not considered how it affects group decision-making. This issue is particularly relevant given that coffee is often served at meetings and discussions. We find that caffeine prompts more positive evaluations of, and greater agreement with, group members.

The Dominance of Moral Character in Endorser Perception: Perceiver Effects of Dispositional Tendency, Moral Intuitions, and Self-Location

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Moral character dominates warmth on endorser, advertising, and brand evaluations. Specifically, advertising endorsed by warm-immoral (vs. moral-cold) celebrities is less favored and instigate more negative impact on the endorsed brand. Moreover, perceivers’ innate moral intuitions and self-location moderate the impact of advertising endorsed by immoral celebrities on brand evaluations.