Throw It All Away? the Effects of Activated Self-Change Concept on Product Disposal

Leilei Gao, The Chinese University of Hong Kong
Yuwei Jiang, Hong Kong Polytechnic University

We show that consumers are more likely to dispose their current possessions when the concept of self-change is made salient. This is because thinking about self-changes elicits an action tendency, which in turn results in more product disposal. This effect is eliminated when the disposal decision is made for others.

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Rich and Square: Effects of Financial Resources on Product Shape Preference

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Lei Su, Hong Kong Baptist University
Rui (Juliet) Zhu, Cheung Kong Graduation School of Business

Three experiments showed that participants who perceived themselves having more financial resources exhibit higher preferences towards angular-shaped products, compared with participants with less perceived financial resources. This effect is mediated by a heightened desire for competence among more resourceful participants, and moderated by product usage occasion.

Throw It All Away? The Effects of Activated Self-Change Concept on Product Disposal

Yuwei Jiang, Hong Kong Polytechnic University
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Pay if You Miss: a Self-Control Mechanism

Yun Jie, University of California Riverside, USA
Boris Maciejovsky, University of California Riverside, USA

We propose a new self-control mechanism, “pay if you miss”, in which participants enjoy services/goods for free as long as they meet their pre-committed goals. We identify the main drivers of the appeal of the “pay if you miss” model and discuss the underlying psychological mechanisms.

Sounds Convey Metaphorical Meaning of Environmentally Friendly Products

Pradnya Joshi, Michigan State University, USA
Ann Kronrod, Michigan State University, USA
Tina Lowrey, HEC Paris, France

Linking research in sound symbolism and metaphor cognition, the current research suggests that silent consonants in brand names (e.g. Tichapee) convey environmental attributes of brands via associations with metaphorical attributes such as trustworthiness or purity.

Dichotomizing Data Changes Perceptions of Covariation

Schiro Julie, University of Colorado, USA
de Langhe Bart, University of Colorado, USA
Fernbach Philip M., University of Colorado, USA

Technology has made it increasingly easy for managers to collect and visualize data. Few papers examine the effect of graphical representation on covariation assessment. We show that when data is presented in a continuous format, individuals judge covariation by focusing on certain graphical regions over others.

Malicious Desire towards the Envied Product: Effect of Outcome-focused Mindset on Malicious Envy

Sunghee Jun, Seoul National University, Korea
Y. Jin Youn, Northwestern University, USA
Kiwan Park, Seoul National University, Korea

The present research examines that consumers want to possess not only benignly-envied products but also maliciously-envied products. Furthermore, when people focus on outcome, malicious envy might result in higher ‘envy premium’ (with regard to both WTP and choice) than benign envy in certain situations.