Consumer Evaluations of Hybrid Products: the Role of Active Goals

Moon-Yong Kim, Hankuk University of Foreign Studies, South Korea
Sehoon Park, Sogang University, South Korea

This research examines whether (1) the active goal relevant to the hybrid product can influence consumers' inferences of a hybrid product generating multiple-category inference; and (2) the active goal can increase the preference for the hybrid product.

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Tilt Your Head and You’ll See Why: The Influence of Deliberating Bodily Movements on Consumer Resolution of Conflicting Information

Hakkyun Kim, Sungkyunkwan University, Korea
Jongsei Yi, Seoul National University, Korea
Jungyun Kang, Sungkyunkwan University, Korea

Experiments show that participants with their head tilted become more favorable toward companies with conflicting ad messages or companies engaging in a controversial business practice. A mediational analysis confirms that tilting one’s head induces deliberation and cognitive flexibility, thereby rendering one supportive of firms making contradictory arguments and running sweatshops.

Stock in Motion

Junghan Kim, State University of New York at Buffalo, USA
Arun Lakshmanan, State University of New York at Buffalo, USA

We propose that dynamic data presentations can bias how consumers perceive risk and value. Specifically, we demonstrate that a dynamic (vs. static) presentation of a stock price trajectory enhances risk and value perceptions of a stock. This effect might be driven by perceived movement from dynamic presentations.

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Moon-Yong Kim, Hankuk University of Foreign Studies, South Korea
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Two Different Paths to Savings: How Money Views and Self-Construals Influence Saving Behavior

Min Jung Kim, Texas A&M University, USA
Haipeng (Allan) Chen, Texas A&M University, USA

We propose and find that interdependent (vs. independent) individuals tend to save more when they view money as a means (vs. an end in itself) since both their money view and self-construal lead them to take the vigilance (vs. the eager) strategy in financial decision making.

Resistance is Frugal: When Ignoring Nonconscious Goals Affects Psychological Ownership of Investment Decisions

Colleen Kirk, Mount Saint Mary College (New York), USA
Bernard McSherry, New Jersey City University, USA
Scott Swain, Clemson University, USA

Results of two experiments suggest that feelings of psychological ownership are greater when investment choices are incongruent with nonconsciously-activated goals, and that psychological ownership enhances subsequent word-of-mouth intentions. However, instructing investors to make decisions in the “right way” (versus instructing them to make the “best choices”) attenuates the effect.

Putting the Fun in Functionality: Appropriation, Ownership, and Pride

Colleen Kirk, Mount Saint Mary College (New York), USA
Scott Swain, Clemson University, USA
James Gaskin, Brigham Young University, USA

We propose that authentic pride mediates the relationship between consumer technology appropriation and psychological ownership, while hubristic pride strengthens the effect of psychological ownership on economic valuation and word-of-mouth. We further examine consumption context (public versus private) and situation strength (strong versus weak behavioral constraints) as moderators.