Understanding the Consumer Culture of Self-Help: Fun, Play and Prayers
Kaleel Rahman, RMIT University, Australia

In this research, using a mixed-method qualitative approach, we investigate the consumer culture of self-help. Although self-help has been studied from a number of disciplinary perspectives, the area has been largely neglected by consumer researchers. Our research reveals four distinct types of self-help values: destination, gratification, therapeutic and spirituality.

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Do Defaults Work When They’re Disclosed?
Effectiveness and Perceived Ethicality of Disclosed Defaults

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Defaults nudging people toward desired choices are increasingly common. Critics argue that undisclosed nudges are unethical, but proponents caution disclosure could render defaults ineffective. We show that nudges are effective when disclosed. Additionally, despite seeming less ethical when benefitting business versus society, disclosed defaults are equally effective regardless of beneficiary.

Guilt versus Shame Appeals: The Role of Regulatory Focus and Efficacy in the Understanding the Effectiveness of Distracted Driving Messages

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Seungae Lee, University of Texas at Austin, USA
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The purpose of this study is to integrate regulatory focus theory and efficacy to better understand the effectiveness of guilt and shame appeals in distracted driving advertising campaigns. The study predicts that the fit between emotional appeals and regulatory foci will increase persuasion and it occurs through different efficacy salience.

Is All Fair in War-themed Video Games?
Promotional Premiums and Achievement-Based Hierarchies

Martin A. Pyle, Ryerson University, Canada
Ethan Pancer, Saint Mary’s University, Canada
Laurence Ashworth, Queens University, Canada

This research explores the fairness implications of promotional campaigns that offer participants rewards to improve their status in achievement-based hierarchies. The catalyst for this examination is a recent Pepsico promotion that offered experience points redeemable in popular video games to help those who purchase to rise in the game’s rankings.

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Topping it Down: Reversing the Unit Bias in Mixed Indulgences

Suresh Ramanathan, Texas A&M University, USA
Nina Belei, Radboud University, Netherlands
Scott W. Davis, Texas A&M University, USA

Two studies examine whether consumers’ tendency to eat more of large versus small food portions extend to bundles of vices and virtues and show that the bias is attenuated for perceptually integrated vice-virtue combinations but that it remains robust when the virtue and vice are perceptually separable.