People often quit in the middle of a goal pursuit because they become discouraged by their distance from the goal. When they focus on the next step rather than focusing on how much they have done or how much they have to do, their motivation to persist increases.
A Two-Way Street: Examining the Impact of Brand Transgressions on Consumers’ Perceptions of Celebrity Endorsers

Veronica Thomas, Towson University, USA
Kendra Fowler, Youngstown State University, USA

The purpose of this study is to examine the impact that a brand transgression has on consumers’ perceptions of the celebrity that is endorsing the brand and how this effect is impacted by a consumer’s pre-existing connection to the celebrity.

The Influence of Next-Step Reference Point: A Carrot to Help Getting out of Middle-Stuck

Dandan Tong, Chinese University of Hong Kong, China

People often quit in the middle of a goal pursuit because they become discouraged by their distance from the goal. When they focus on the next step rather than focusing on how much they have done or how much they have to do, their motivation to persist increases.

Consumer Need Recognition: The Influence of Length of Ownership and the Identification of Ideals

Gabriela Tonietto, Washington University in St. Louis, USA
Stephen Nowlis, Washington University in St. Louis, USA

Consumers often decide whether they need a new product. We demonstrate that identifying ideals increases (decreases) feelings of need when the current product has been owned for a relatively long (short) time or is of relatively poor (high) quality due to the salient large (small) discrepancy between current and ideal.

All Social Media Is Not Created Equal

Marlene Towns, Georgetown University, USA
Jay Legaspi, Georgetown University, USA
Tess Bradford, Bank of America

Given marketers’ frequent use of a single social media strategy across platforms, the current findings demonstrate a need for separate strategies based on platform used and how and why consumers use each platform (particularly Facebook and Twitter). Individual difference measures and motives are examined for their effects on platform choice.

Pretty Girl Rock: the Influence of Attractiveness, Genres, and Gender Stereotypes in Popular Music

Lauren Trabold, Manhattan College, USA
Stephen Gould, Baruch College, USA

Physical attractiveness plays a large role in perceptions of others. In the current research, we examine the influence of attractiveness in the music industry. Specifically, we study how a singer’s appearance influences consumer perceptions of their talent, the genre of music they should sing, and consumer purchase intentions.

The Influence of Self-Identity on Consumer Recycling Behavior

Remi Trudel, Boston University, USA
Jennifer Argo, University of Alberta, Canada
Matthew D. Meng, Boston University, USA

People buy products consistent with their self-identity, but what effect does self-identity have on subsequent recycling behavior when disposing of these products? Across three experiments, we show that consumers are less likely to trash a recyclable item when disposing of it, if the item expresses part of their self-identity.