Fragile Products and Their Conscientious Owners

Derek Taylor, College of Business and Economics, University of Guelph, Canada
Sean Hingston, Schulich School of Business, York University, Canada
Theodore J. Noseworthy, Schulich School of Business, York University, Canada

Evidence from two experiments suggests consumers value fragile products as a means of signaling conscientiousness. However, this relationship only holds when the product has high aesthetic value as this improves its ability to signal. This work ultimately challenges the widely held belief that durability is a universally valued product attribute.

[to cite]:

[url]:
http://www.acrwebsite.org/volumes/1017917/volumes/v42/NA-42

[copyright notice]:
This work is copyrighted by The Association for Consumer Research. For permission to copy or use this work in whole or in part, please contact the Copyright Clearance Center at http://www.copyright.com/.
A Process Based Approach to Individual Level Durable Goods Replacement Intentions
Aruna Divya T., Indian Institute of Management, Bangalore, India
Kanchan Mukherjee, Indian Institute of Management, Bangalore, India

A positive usage experience will lead to a higher likelihood to accept a replacement offer for durable goods as the mental book value is high. We differ from this perspective and argue that when usage experiences are seen as a justification, the intention to replace reduces.

Constructing Identity through the ‘Selfie’: the Case of Instagram
Amandeep Takhar, University of Bedfordshire, UK
Pepukayi Chitakunye, University of the Witwatersrand, South Africa

This study contributes to an understanding of how social networking websites such as Instagram impact on identity construction processes. Insights were drawn from multiple data sets generated from university students within the United Kingdom, who used pictures of themselves (selfie’s) to convey and construct an identity that reflected their identities.

Trixie Eyes: Eye-Contact on Packaging Increases Trust and Choice
Aner Tal, Cornell University, USA
Aviva Musicus, Yale University, USA
Brian Wansink, Cornell University, USA

Eye contact established by cereal spokes-characters increases feelings of trust and connection to the brand, as well as ultimate choice of the brand over competitors. We demonstrate this across two studies where graphic manipulation of a character to create eye contact increases liking, trust, and choice.

Creating the Unthinkable: Hard to Imagine, Easy to Act
Chenying (Claire) Tang, Arizona State University, USA
Adriana Samper, Arizona State University, USA
Keisha M. Cutright, University of Pennsylvania, USA
Kelly B. Herd, Indiana University, USA

We examine creativity in sacred domains (e.g., religion, patriotism). Three studies reveal that while people find it uncomfortable and difficult to imagine being creative in sacred (vs. secular) domains, they actually become more creative, and feel more comfort and ease taking on creative tasks in sacred (vs. secular) domains.

Fragile Products and Their Conscientious Owners
Derek Taylor, College of Business and Economics, University of Guelph, Canada
Sean Hingston, Schulich School of Business, York University, Canada
Theodore J. Noseworthy, Schulich School of Business, York University, Canada

Evidence from two experiments suggests consumers value fragile products as a means of signaling conscientiousness. However, this relationship only holds when the product has high aesthetic value as this improves its ability to signal. This work ultimately challenges the widely held belief that durability is a universally valued product attribute.

Who Should Tell the Story? Source Effects in Brand Biographies
Ali Tezer, Concordia University, Canada
H. Onur Bodur, Concordia University, Canada
Bianca Grohmann, Concordia University, Canada

This research shows that underdog brand biography, compared to topdog brand biography, increases purchase intentions when the brand is the source of information. Positive effect of the underdog brand biography disappears when an independent third-party is the source of information. The narrative transportation model of persuasion explains this source effect.