Feeling Affiliated Vs. Feeling Relegated: the Impact of Gender and Interpersonal Touch on Emotions and Product Evaluations

Andrea Morales, Arizona State University, USA
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This research explores how gender differences influence emotions and preferences for products evaluated after being touched by a stranger and shows that consumer responses to interpersonal touch depend on the gender of the person touching, the gender of the person being touched, and the type of touch (intentional vs. unintentional).

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Iana Castro, San Diego State, USA
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**Parasocial Memory: Consumers’ Symbolic Narratives and Cultural Distinctions of Celebrities’ Intimate Familiarity**

Dave Centeno, Department of Marketing, City University of Hong Kong; & CEA Virata School of Business, University of the Philippines
Jeff Jianfeng Wang, City University of Hong Kong

This research explores on celebrity ‘parasocial memory’ among Filipino consumer groups and describes how the concept operates through their symbolic narratives. It delineates celebrities like referent others; themed with identities of friends, family members, and significant others. Implications on socially-constructed memory, consumer identity, and political marketing celebrity persuasion are discussed.

** Discrimination Against the Rich**

Boyoun (Grace) Chae, Temple University, USA
Rui (Juliet) Zhu, Cheung Kong Graduate School of Business, China
Katherine White, University of British Columbia, Canada
Darren Dahl, University of British Columbia, Canada

Do people punish rich individuals more harshly than middle class individuals? Across four complete studies, we investigate whether and how people discriminate against the rich by punishing a small-time offender more severely when that offender is perceived to be wealthy rather than non-wealthy.

**The Effect of Caffeine Consumption on Performance in Group Decision-Making**

King Fung Chan, The Ohio State University
Amit Surendra Singh, The Ohio State University
H. Rao Unnava, The Ohio State University
Vasu Unnava, The Ohio State University

While caffeine is shown to increase an individual’s systematic processing, prior research has not considered how it affects group decision-making. This issue is particularly relevant given that coffee is often served at meetings and discussions. We find that caffeine prompts more positive evaluations of, and greater agreement with, group members.

**The Dominance of Moral Character in Endorser Perception: Perceiver Effects of Dispositional Tendency, Moral Intuitions, and Self-Location**

Joseph W. Chang, Vancouver Island University, Canada
Jiayun (Gavin) Wu, Savannah State University, USA
Yung-Chien Lou, National Chengchi University, Taiwan

Moral character dominates warmth on endorser, advertising, and brand evaluations. Specifically, advertising endorsed by warm-immoral (vs. moral-cold) celebrities is less favored and instigate more negative impact on the endorsed brand. Moreover, perceivers’ innate moral intuitions and self-location moderate the impact of advertising endorsed by immoral celebrities on brand evaluations.