Bigger Than Life: How Power Biases Product Size Perception

Jessica Keech, Temple University, USA
Maureen Morrin, Temple University, USA

A series of experiments shows that luxury brands are perceived to be physically larger after another luxury product has been recently consumed and when the consumer's need for power is high.

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**We are Where We Live: The Country-Image Congruency Effect on Brand Attitude**

Pang Jun, Department of Marketing School of Business, Renmin University of China  
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This research demonstrates a country-image congruency effect on brand attitude. We show that the congruency between brand image and country-of-origin image increases conceptual processing fluency, which leads to favorable brand attitude. In addition, this effect is more likely to occur for consumers with a holistic than an analytic thinking style.

**Celebrities Go Sustainable! The Effects of Source Credibility and Ethicality Fit on Brand Perception, Attitude, and Purchase Intention**

Jiyun Kang, Texas State University, San Marcos  
Woo Jin Choi, University of Seoul

Although these days sustainable products are more popular, sales remain low. We investigate how to select celebrities who will effectively market these sustainable products. The results show that source trustworthiness and source ethicality fit affect brand credibility and brand ethicality and in turn, positively influence consumer attitudes toward sustainable products.

**Differential Reliance on Superstitions Across Two Distinct Implicit Self Theories**

Jungyun Kang, Sungkyunkwan University, Korea  
Ji Kyung Park, University of Delaware, USA  
Hakkyun Kim, Sungkyunkwan University, Korea

This research shows that entity theorists are more likely to assume a causal link between superstitious cues and outcomes, compared to incremental theorists. We find that such different tendencies in attributing outcomes to superstitions are due to the perceived controllability of situations, which differs between entity and incremental theorists.

**I am not Eligible to Control my Boyfriend’s Fashion? The Power of Fashionability**

Jinwon Kang, Korea University, Republic of Korea  
Young Shin Sung, Korea University, Republic of Korea  
Jungsuk Kang, Korea University, Republic of Korea  
Bohye Park, Korea University, Republic of Korea  
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The purpose of this study is to examine whether (also how) single female’s perceived legitimacy and fashionability affect the control over their romantic partners through interfering their partners’ fashion items (i.e., fashion control). The result indicated that perceived levels of the two had an interaction effect on the fashion control.

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Jessica Keech, Temple University, USA  
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A series of experiments shows that luxury brands are perceived to be physically larger after another luxury product has been recently consumed and when the consumer’s need for power is high.

**Do You See the Imitation? Examining the Impact of Psychological Distance on Shopping Ease**

Katie Kelting, University of Arkansas, USA  
Christopher Berry, University of Arkansas, USA

Copy-cat private-label brands (CCPLBs) are criticized for confusing consumers. However, drawing from processing fluency and construal level theory, we find that when a category contains CCPLBs, consumers who shop the category with an abstract (versus concrete) mental construal experience shopping ease.