Plush Bear Or Metallic Bear? the Effect of Social Exclusion on Consumer Preference For Different Product Textures

Ying Ding, School of Business, Renmin University of China, China
Xiushuang Gong, School of Business, Renmin University of China, China
Lili Wang, School of Management, Zhejiang University, China

The current research investigates the influence of social exclusion on consumer preference for products with different textures. Across three experiments, our findings indicate that socially excluded consumers prefer products with soft texture than the socially included ones. The boundary condition of this effect is documented in this research.

[to cite]:

[url]:
http://www.acrwebsite.org/volumes/1019108/volumes/v43/NA-43

[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/.
Are Consumers Ready for “Made in the World”? 
Acceptance and Consequence of “Made in the World” Label

Ruby Dholakia, University of Rhode Island, USA
Jingyi Duan, University of Rhode Island, USA
Miao Zhao, Roger Williams University, USA

Today, very few products are designed and manufactured in one country. Nevertheless, laws require “Made in country” labels. World Trade Organization’s “Made in the World” concept attempts to address this issue. This paper investigates conditions that influence consumer acceptance of such a label and its effect on perceived quality.

Psychological Ownership as a Precursor to Sunk Cost Effects

Stephan Dickert, WU Vienna University of Economics and Business, Austria
Bernadette Kamleitner, WU Vienna University of Economics and Business, Austria
Erdem Geveze, WU Vienna University of Economics and Business, Austria
Sophie Süssenbach, WU Vienna University of Economics and Business, Austria

Our research examines the role of psychological ownership as an underlying mechanism in sunk cost effects. A mediation analysis found support for the notion that psychological ownership is a precursor to both feelings related to an object and sunk costs. Our findings suggest that psychological ownership may follow a step-function.

Plush Bear or Metallic Bear?
The Effect of Social Exclusion on Consumer Preference for Different Product Textures

Ying Ding, School of Business, Renmin University of China, China
Xiushuang Gong, School of Business, Renmin University of China, China
Lili Wang, School of Management, Zhejiang University, China

The current research investigates the influence of social exclusion on consumer preference for products with different textures. Across three experiments, our findings indicate that socially excluded consumers prefer products with soft texture than the socially included ones. The boundary condition of this effect is documented in this research.

Large Assortments Are a Double-edged Sword: How Perceived Variety and Perceived Choice Difficulty Jointly Predict Consumers’ Satisfaction

Michael Dorn, University of Bern, Switzerland
Adrian Brügger, University of Bern, Switzerland
Claude Messner, University of Bern, Switzerland

High variety assortments are a double-edged sword. On one hand perceiving large variety is attractive, on the other hand choosing from it can cause perceived choice difficulty. Using mass-customizations tools our two studies show how both antipodal processes jointly determine consumers’ satisfaction with the customized product.

Consumers and Their Celebrity Brands:
How Narratives Impact Attachment Through Communal Relationship Norms

Bennie Eng, Marshall University, USA
Cheryl Burke Jarvis, Southern Illinois University, USA

Despite pervasive consumer and marketer interest in celebrities, little is known about how they build relationships with consumers. A theoretical model of celebrity brand attachment is developed based on narrative transportation theory. Two experiments demonstrate that various celebrity brand narrative types differentially affect relationship norm communality and, ultimately, consumer attachment.