The current research aims at comparing three dominant cultures associated with different types of self-construal: Indian, Chinese, and American culture. Two studies suggest that ad-claims congruent with consumers’ self-construal improve attitudes and purchase intention towards the advertised environmental products. Cultures appear to alter the way environmental advertising interacts with self-construal.

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I Am Feeling the Urge to Clean Out My Closet: How the Mere Thought of Change Influences Product Disposal Decisions

Yuwei Jiang, Hong Kong Polytechnic University, China
Leilei Gao, Chinese University of Hong Kong, China

Four experiments show that consumers are more willing to dispose of their possessions when the concept of change is activated. This is because thinking about change elicits an action tendency, which in turn results in more product disposal.

The link Between Self-Construal, Environmental Concern and Response to Green Ad Claims – a Cross Cultural Comparison

Pradnya Joshi, Michigan State University, USA

The current research aims at comparing three dominant cultures associated with different types of self-construal: Indian, Chinese, and American culture. Two studies suggest that ad-claims congruent with consumers’ self-construal improve attitudes and purchase intention towards the advertised environmental products. Cultures appear to alter the way environmental advertising interacts with self-construal.

When the Quest for the Best Backfires: Maximizing Impairs Self-Control

SungJin Jung, Seoul National University, South Korea

Across three experiments, this research demonstrates that making decisions with a maximizing mind-set results in self-control failure. Specifically, after maximizing, individuals were less likely to study, willing to incur more debt, and less able to delay gratification. This effect on self-control is moderated by implicit theories about willpower.

Antecedents of Consumers’ Desire for Unique Products: A Cross-Cultural Comparison

Jae Min Jung, California State Polytechnic University-Pomona, USA
Kawpong Polyorat, Khonkaen University, Thailand
Kyeong Sam Min, University of New Orleans, USA

This research tests the impact of self-construal on the desire for unique consumer products and mediating mechanism through uncertainty-related dimensions and consumer susceptibility to interpersonal influence. Further, using multi-group analysis with mean structures, it reveals paradoxical findings that attest to the cross-cultural differences between cultural values and consumers’ actual behaviors.

Employing a Relationship Perspective to Determine Customer Engagement Value in Service Contexts

Velitchka Kaltcheva, Loyola Marymount University, USA
Anthony Patino, University of San Francisco, USA
Dennis Pitta, University of Baltimore, USA
Michael Laric, University of Baltimore, USA

We test whether consumers’ relational models for a service firm structure how consumers engage with the firm, thus generating different types of customer engagement value for the firm. Our research is grounded in Alan P. Fiske’s (1991) Relational Models Framework and Kumar et al.’s (2010) typology of customer engagement value.

Consumers with Depleted Self-Control Choose Less Variety

Cansu Karaduman, HEC Lausanne, Switzerland
Joseph Lajos, HEC Lausanne, Switzerland

We provide evidence from three online studies that consumers whose self-control is depleted are less variety seeking than those whose self-control is not depleted. We theorize that this effect occurs because consumers with depleted self-control are less able to process the additional information typically associated with making more varied choices.