Consuming to Make Me Feel Good About Myself: the Effect of Self-Threat on Preferences For Socially Responsible Products
Huachao Gao, University of Texas at San Antonio, USA
Yiren Dong, Nanjing University, China

This research identifies enhancing self-view as a driver for consumer preference for socially responsible products. Based on identity-threat literature, we found that consumers under self-threat (vs. not) are more likely to purchase socially responsible products. In addition, this self-threat effect is further moderated by self-affirmation.

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Don’t Surprise Me: The Effects of Social Exclusion on Uncertainty Intolerance
Linying Fan, Hong Kong Polytechnic University, Hong Kong
Yuwei Jiang, Hong Kong Polytechnic University, Hong Kong

Three experiments showed that socially excluded consumers exhibit a less favorable attitude toward product or service options involving uncertainty, compared with consumers who feel socially included. Moreover, this effect of exclusion on uncertainty intolerance is mediated by a need for control.

Banking Happiness
Ali Faraji Rad, Nanyang Technological University, Singapore
Leonard Lee, National University of Singapore, Singapore

We document a phenomenon that we call banking happiness—in anticipation of negative feelings arising from an upcoming event, people take actions to increase momentary happiness to enhance their ability to overcome the anticipated negative feelings. Hence, people view happiness as a currency that can be collected and expended later.

When Disgust Puts You Down:
The Effect of Disgust Exposure on Consumers’ Identity and Compensatory Consumption
Elena Fumagalli, HEC Paris, France
L. J. Shrum, HEC Paris, France

Disgust has been shown to produce diverse behavioral responses. We examine how different disgust typologies affect consumers’ identity and compensatory consumption. We find that all types of disgust reduce feelings of personal power, and that two types (core and moral) increase charitable giving.

When Objects Are Not Contagious:
Distinguishing Between Essence, Contagion, and Authenticity
Chelsea Galoni, Northwestern University, USA
Brendan Strejcek, Northwestern University, USA
Kent Grayson, Northwestern University, USA

Predicated on the law of contagion and psychological essentialism, we demonstrate preliminary evidence that a source can only be contagious, thus able to transfer essence, if it is involved in a meaningful process with a target object.

Does Size Matter? Only When They Touch: Package Size and Scale of Contamination
Chelsea Galoni, Northwestern University, USA
Derek Taylor, University of Guelph, Canada
Theodore J. Noseworthy, York University, Canada

Predicated on the law of contagion and research on packaging size inferences, we establish that the magnitude of contamination strengthens as the package size of a target product increases. Our results show that contamination does scale with the size of packaging and offers a new way of confirming contamination manipulations.

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