The Reverse Underdog Effect

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The underdog brand positioning may not always work positively. The present research finds that the negative consequence of the underdog effect is more pronounced when ethical transgressions take place as opposed to the functional transgressions. More importantly, perceived betrayal is the underlying process that results in negative attitudes toward brand.

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Money or Power? Power Promotes Costly Punishment of Unfair Behavior
Jen Heewon Park, New York University, USA
Petra C. Schmid, New York University, USA
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The present research examined how manipulated power affects monetary decisions within Ultimatum game. Results showed that high power decreased acceptance rate for slightly unfair offers. We conclude that power may increase a person’s willingness to pay a price in order to maintain power and to fulfill the high-power role.

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A Brand-Contingent Weighting Model
Hyun Young Park, China Europe International Business School, China
Sue Ryung Chang, University of Georgia, USA

We propose a brand-contingent weighting model in which attribute-importance is contingent upon (1) the competitive position of a brand, and (2) brand familiarity. Using real flight ticket purchase data, our dynamic multi-level model demonstrates that a consumer assigns different weights to the same attribute across brands, within one decision context.

When Repetition Leads to Faster Predicted Adaptation: The Role of Variety and Focalism
Maria Alice Pasdiora, Universidade Federal do Rio Grande do Sul, Brazil
Vinicius Andrade Brei, Universidade Federal do Rio Grande do Sul, Brazil
Leonardo Nicolao, Universidade Federal do Rio Grande do Sul, Brazil

This research extends the literature on hedonic adaptation prediction in three ways. First, we show that making usage repetition salient stimulates predictions of diminishing future enjoyment. Second, we demonstrate that focalism mediates the effect of salient repetition on hedonic adaptation prediction. Third, we explore the interaction between repetition and variety.

The Path to Financial Peace: Understanding Cultural Meanings within the Anti-Consumer Debt Subculture
Nicholas Pendarvis, University of South Carolina, USA
Mitch Murdock, University of South Carolina, USA
David Crockett, University of South Carolina, USA

This research uses qualitative methods to examine the sociocultural factors and discursive processes involved as an emerging consumer subculture simultaneously abandons traditional markers of high status in Western society (e.g., large homes, expensive cars) and supplants these consumption objects and their associated meanings with practices that represent “debt-free living.”

Agentic and Communal Motivations for Philanthropy
Sara Penner, University of Manitoba, Canada
Kelley Main, University of Manitoba, Canada

This research explores what role agentic and communal orientations play in philanthropic behavior. We found an interaction of the appeal and agentic/communal orientation with simple effects demonstrating that people high on the communal end of the scale gave more when the appeal mentioned accountability.