Crispy Chips Or Spinach Dips, Which One Do You Crave More? Understanding Consumers’ Deep Respect For Their Favorites

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The current research suggests that consumers’ long-term orientation may impact their decisions to save the best for last. Results show that, when given the option, long-term oriented consumers may be more likely to be patient and savor their favorite item last, rather than starting with their favorite one.

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Two Faces of Impulsiveness: Self-Control Failure and Impulsivity in Discounting Models
Haewon Yoon, Carroll School of Management, Boston College, USA

The current study explores different discounting models of intertemporal choice using a new model framework technique that can highlight qualitative properties of discounting models. Our fundamental bias in future time perception may play an important role in why we make untenable plans to wait for the future option.

The Effect of Color Harmony on Creative Cognition and Perceived Innovativeness of Brands
Nara Youn, Hongik University, Seoul, Korea
Chang Yeop Shin, Hongik University, Seoul, Korea
Angela Lee, Northwestern University, USA

Color studies in psychology have focused on the symbolic meanings of each color rather than their interrelations. Color could also impact creativity through the disfluency of moderately disharmonious color combinations. This research demonstrates that using moderate disharmony is more effective in prompting creative thinking than any one color in isolation.

Polarisation effects in Primary versus Secondary Sharing
Sik Chuen Yu, University of Sydney, Australia
Donnel Briley, University of Sydney, Australia
Pennie Frow, University of Sydney, Australia

Users of mainstream social media platforms can either create and share original content (primary sharing) or pass along what has been shared by others (secondary sharing). This research proposes that the likelihood of sharing messages with balanced versus extreme opinions depends on whether the sharing mode is primary or secondary.

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Construal Level Theory Explains the Occurrence of Choice Overload Effects
Ulku Yuksel, The University of Sydney Business School, Australia
Nguyen T Thai, The University of Sydney Business School, Australia

This research demonstrates how desirability/feasibility mindset explains choice overload effects. Consumers who are exposed to large (small) choice-sets construe impending tasks concretely (abstractly), and weigh desirability attributes less (more) than feasibility attributes. Subsequently, the triggered feasibility mindset decreases the preference for large assortments.

The Nobility of The “Yuck” Response:
The Hidden Motivation Underlying Counterhedonic Food Consumption
Zhe Zhang, C. T. Bauer College of Business, University of Houston, USA
Vanessa Patrick, C. T. Bauer College of Business, University of Houston, USA

We propose that consumption of “non-tasty, but beneficial” foods is driven by a counterhedonic (versus homeostatic or hedonic) eating pathway. We showcase the unique emotional transformative experience of moving from disgust to moral nobility that characterizes the counterhedonic consumption process and demonstrate the emergence of a virtuous self post-consumption.