Warm Brands As Relationship Partners: Social Exclusion and Consumer-Brand Relationships

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We focus on the social nature of brands by investigating the effect of social exclusion on consumers’ consumption and reconsumption of warm brands. We find that socially excluded consumers are more likely to be emotionally attached to warm brands and are more willing to reconsume these brands.

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How Consumer Self-Determination Influences Engagement and Future Intention: The Moderating Role of Relatedness

Eunice Kim, University of Florida, USA

The purpose of this research is to explore the mechanism by which consumers’ perceptions of social relatedness moderate the influence of self-determination on consumer engagement and future intention. The findings suggest that relatedness may only be effective for individuals who have a low level of self-determination.

The Silver Lining of Feeling Stereotyped: Increasing Saving Behavior among Future-Oriented Young Adults

Jin Myoung Kim, Seoul National University, South Korea
Jinwoo Kim, Seoul National University, South Korea
Kyoungmi Lee, Seoul National University, South Korea

This research investigates the interactive effect of stereotype and future orientation on saving behavior of young adults. We found that when young adults high in future orientation (vs. those low in future orientation) thought about negative (vs. positive) stereotypes regarding their meaningful social groups, they chose to contribute larger proportions of their incomes to their individual retirement accounts (study 1). Moreover, future orientation increased saving (vs. spending) intentions of negatively stereotyped individuals only when the individuals strongly (vs. weakly) identified with the stereotyped groups (study 2).

The Biased Influence of Social Identification and Temporal Framing on Emotions and Partnership Evaluations

Jesse King, Oregon State University, USA
Colleen Bee, Oregon State University, USA

An experiment examines how identification with a group influences emotional responses and evaluations of partners who have supported a group in the past or who pledge continued support in the future. Results indicate that the temporal framing of messages supporting out-group (but not in-group) members must be carefully considered.

How Actors Change Institutions: Institutional Entrepreneurship in Emerging Markets

Marcus Klasson, Lund University, Sweden

Consumers need inspirational liaisons that are co-creating the infrastructures of emerging markets. This ethnographic inquiry develops a better understanding of the process from which individual consumers become institutional entrepreneurs, and secondly, puts forth the internal contradictions that these individuals have in relation to other stakeholders.