When Parts Form the Whole: Memory Conservation Leads to Enhanced Attitude

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We show that individuals have enhanced attitude towards a target object, formed as a whole when its individual parts combine, when compared to the attitude towards the whole object in totality. We posit a memory conservation based process for the observed increase in attitude towards the target.

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Better the Devil You Don’t Know: Collective Control Power and Social Comparisons

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Can we rely on high self-control friends to help us control our behaviors? We proposed that low self-control friends could be a better “gate keeper” than high self-control friends when people focused on a collective control system in respond to upward comparison.

Effects of Time Horizons on Perceived Meaningfulness of Purchases: Interaction of Price and the Consumption Types

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The current study examines how consumers’ time horizon perspective affects their perceived meaningfulness of experience and material purchases at two varying price levels. The results showed the time horizon perspectives affect low-price experience purchases the most. Material purchases were unaffected by the time horizon manipulation.

The GroupSolver Method for Quantifying Qualitative Research

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To address complaints about qualitative techniques’ perceived lack of rigor and reliability, we introduce a novel method of assessing qualitative (i.e., verbal) consumer feedback that we argue provides for a more parsimonious and straightforward way to quantify this feedback in both academic and applied marketing contexts.

Blowing in the Wind: How Wind Direction Influences Agentic Motivation

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Melanie Rudd, University of Houston, USA
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Do humans have an innate response to facing upwind (vs. downwind)? In the present research, one online experiment and one laboratory experiment (with actual wind) investigate this question. The results of these experiments demonstrate that facing upwind (vs. downwind) enhances agentic motivation and increases task persistence.

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