Not All Identities Are Created Equal: the Effect of Identity Origin on Identity-Relevant Behavior

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We examine how the origin of a social identity predictably affects identity-relevant consumption behavior. We demonstrate that consumers have fewer negative associations for chosen than endowed social identities, dislike dissociative out-groups more strongly for chosen than endowed identities, and that identity origin affects conformity and divergence decisions.

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Service Acculturation in the Financial Context
Alisa Minina, Stockholm University, Sweden
Lisa Peñaloza, Kedge Business School, France

This study is an attempt to bring consumer acculturation to its roots by exploring learning processes that occur when consumers serially relocate. We contribute to consumer acculturation literature by showing how repeated consumer movement initiates the process of consumer multiculturation, resulting in accumulation of cultural knowledge.

Do Narcissists Post More Self-Promoting Content on Social Media?
Jang Ho Moon, Sookmyung Women’s University, Korea
Eunji Lee, Korea University, Korea
Jung-Ah Lee, Korea University, Korea
Yongjun Sung, Korea University, Korea

This study investigates the relationship between narcissism and users’ self-promoting behaviors on Instagram such as selfie-related behaviors, profile picture-related behaviors, and general usage. By surveying 212 Instagram users in Korea, this study provided evidence that personality such as narcissism accounted for various self-promoting behaviors on Instagram.

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Effects of Disfluency versus Fluency of Price Promotions on Product Preference and Choice
Scott Motyka, Northeastern University, USA
Rajneesh Suri, Drexel University, USA
Dhruv Grewal, Babson College, USA
Chiranjeev Kohli, California State University at Fullerton, USA

Literature suggests that fluent information is preferred by consumers, and guides purchases. However processing disfluency literature suggests that increased effort required for disfluent promotions will lead to deeper processing and choice. Six studies (lab and field) demonstrate support for these predictions with disfluency effects enhanced for those with high NFC.

Shifting Regulatory Foci and Consumer Decision-Making
Mehdi Mourali, University of Calgary, Canada
Frank Pons, Euromed Business School, France

Two studies explore the impact of shifting from a promotion to a prevention orientation and vice versa on consumer decision-making. The findings indicate that shifting from promotion to prevention focus leads to an immediate increase in vigilance, whereas shifting from prevention to promotion focus does not immediately reduce vigilance.