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

Li Huang, University of South Carolina, USA
Thomas Kramer, University of California Riverside, USA

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.

[to cite]:


[url]:

http://www.acrwebsite.org/volumes/1020089/volumes/v43/NA-43

[copyright notice]:

This work is copyrighted by The Association for Consumer Research. For permission to copy or use this work in whole or in part, please contact the Copyright Clearance Center at http://www.copyright.com/.
Better the Devil You Don’t Know: Collective Control Power and Social Comparisons

Li Huang, University of South Carolina, USA
Thomas Kramer, University of California Riverside, USA

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

Hyunjoo Im, University of Minnesota, USA
Jayoung Koo, University of Minnesota, USA
Minjung Park, University of Minnesota, USA

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

Aarti Ivanic, University of San Diego, USA
Claudiu Dimofte, San Diego State, USA
Maros Ivanic, GroupSolver, Inc., USA
Rasto Ivanic, GroupSolver, Inc., USA

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 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

Anoosha Izadi, University of Houston, USA
Melanie Rudd, University of Houston, USA
Vanessa M. Patrick, University of Houston, USA

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.

When Parts form the Whole: Memory Conservation leads to Enhanced Attitude

Gaurav Jain, University of Iowa, USA
Sunaina Shrivastava, University of Iowa, USA
Dhananjay Nayakankuppam, University of Iowa, USA
Gary Gaeth, University of Iowa, USA

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.