Effects of Consumer Envy on Attitudes Toward Peers
R. Justin Goss, Colorado State University, Pueblo
David Silvera, University of Texas at San Antonio, USA
Jill Sundie, Virginia Tech, USA

We investigate the relation between envy, self-brand connection, and deservingness by examining the effects of Malicious and Benign Envy on members of brand communities. Results indicate that participants who are connected to a brand show Benign/Malicious Envy toward a higher status target who is deemed worthy/unworthy of good fortune.

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What it Makes: How Product Outcome Salience Increases Recycling Intentions

Gabriel Gonzales, Pennsylvania State University, USA
Karen Winterich, Pennsylvania State University, USA

Items made from recycled material are commonplace, yet consumers may not make the connection that the items they recycle are used to create new products. The current research suggests that bringing attention to products made from recycled material can increase recycling intentions through increased perceptions of recycling’s value.

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We investigate the relation between envy, self-brand connection, and deservingness by examining the effects of Malicious and Benign Envy on members of brand communities. Results indicate that participants who are connected to a brand show Benign/Malicious Envy toward a higher status target who is deemed worthy/unworthy of good fortune.

Reciprocation Anxiety: On the Development, Validation, and use of the “Reciprocation Anxiety Scale” (RAS)

Li Gu, Sun Yat-sen University, China
Wenwen Xie, Sun Yat-sen University, China
Xinyue Zhou, Sun Yat-sen University, China

This study proposed the construct of reciprocation anxiety and operationalized it along three dimensions: reciprocation sensitivity, reciprocation avoidance, and distress. We described the development of Reciprocation Anxiety Scale and provided experimental evidence that people scored higher on reciprocation anxiety scale tend to return more money in the trust game.

Consumer Reactions to Brand Scandals: The Role of Brand Authenticity

Amélie Guèvremont, École des sciences de la gestion, Université du Québec à Montréal (ESG UQAM), Canada
Bianca Grohmann, John Molson School of Business, Concordia University, Canada

This study looks at the role of brand authenticity in understanding how consumers react to a brand scandal. Results support the commitment hypothesis and indicate that high levels of brand authenticity protect brands from the negative consequences of a scandal manifested through higher behavioral intentions and more positive brand-related perceptions.

The Effectiveness of Deservingness-Based Advertising Messages: The Role of Product Knowledge and Belief in a Just World

Carolyn L. Hafer, Brock University, Canada
Antonia Mantonakis, Brock University, Canada
Regan Fitzgerald, Brock University, Canada
Anthony, F. Bogaert, Brock University, Canada

In 2 experiments, participants viewed a deservingness, hedonic, or utilitarian ad. We assessed ad effectiveness (e.g., ratings, purchase behaviour), belief in a just world (BJW), and product knowledge. BJW and knowledge interacted with ad type to influence ad effectiveness. We also show mediation for the interaction involving BJW.

Willingness to Eat Insects as Food is Predicted by Disgust Sensitivity and Cooking

Eric Hamerman, Iona College, USA

Eating insects is one solution to the problem of feeding an increasing world population. However, Western consumers perceive eating insects as disgusting. Priming consumers to think about the process of cooking as transformative makes people more willing to eat insects, but only for individuals with low sensitivity to animal-reminder disgust.