Low Construals Prefer Atypical Colors

Jiyoon Uim, Hongik University, Republic of Korea
Nara Youn, Hongik University, Republic of Korea

The current research examines how atypical (vs. typical) color affects consumer information processing and examines the moderating role of construal level. Through three studies, we demonstrate that atypical color would lead to favorable evaluation of product more for consumers with low level than for those with high level construals.

[to cite]:

[url]:
http://www.acrwebsite.org/volumes/1021093/volumes/v44/NA-44

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Genealogies of Consumers’ Resistance

Carmen Valor, Universidad Pontificia Comillas, Spain
Eleni Papaokinoumou, Universitat Rovira i Virgili, Spain

This paper examines the subjectification process in the sustainable consumers’ resistance movement. By applying the Foucault’s genealogical method we aim to unveil the discursive roots and anchors of the sustainable subject and how such subject is opposed to the consumerist subject.

“I Deserve to Help!” Effects of Entitlement and Social Influence Appeals on Prosocial Motivations

Martine van der Heide, University of Groningen, The Netherlands
Bob Fennis, University of Groningen, The Netherlands
Koert van Ittersum, University of Groningen, The Netherlands
Debra Trampe, University of Groningen, The Netherlands

Entitlement—a sense that one deserves more than others—typically reduces prosocial motivations. We further investigate this relationship by considering the interplay between entitlement and social influence appeals. We demonstrate that a consistency appeal reinforces the negative effect of entitlement on prosocial motivations while a scarcity appeal fully attenuates it.

Non-price Determinants of the Purchase Intention Towards Counterfeit Global Brands: An International Comparison of Respondents as a Moderator of Behavior

Claudia Velez-Zapata, Universidad Pontificia Bolivariana, Colombia

This study analyzes the determinants of intention to purchase of counterfeit clothing global brands in Bologna Madrid Chicago and Medellin. This research shows the relevance of non-price factors (i.e. perceived quality public and private prejudice). Additionally it presents evidence which support city of the respondents as a moderator of behavior.

Communicating Less/No Meat Consumption: Dialogue between Meat Lovers and Avoiders

Handan Vicdan, EMLYON Business School, France

Despite the scientifically proven need for adoption of less/no meat diets few people adopt such diets. We explore the counterproductive communication that hinders the promotion of these diets between meat lovers and avoiders. Focus group and depth interviews identify ways to establish constructive dialogues in order to promote these diets.

Peeping on Poverty: Groupness and Moral Considerations in Slum Tourism

Julia von Schuckmann, ESADE Business School, Spain
Lucia Barros, EBAPE-FGV, Brazil
Eduardo Andrade, EBAPE-FGV, Brazil

Slum tourism is a prevalent tourist attraction in the Global South that brings a fierce ethical debate. In two field experiments in Rio de Janeiro we show that groupness and its impact on moral considerations help explain why some consumers (out-groups) find it appealing whereas others (in-groups) find it appalling.