Using Eeg to Understand the Brain Processing Mechanism of Irrational Consumption Bias Rooted in Different Income Sources

Fei Gao, HEC Paris, France

This research first explores consumer’s cognitive neural mechanism of irrational consumption bias rooted in different income sources. Different income sources set up different brain processing mechanisms of mental accounting. P3 and LPC are the specific components which reflect different types of consumption preferences in different income source accounts.

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Materialism, Green Values, and Well-Being: A Conflicting Values Perspective

Pia Furchheim, HEC Lausanne, Switzerland
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People can endorse simultaneously green and materialistic values. Across two studies we show that the resulting latent value conflict is associated with increased psychological tension and reduced well-being. Moreover latent value conflict impacts psychological tension in part through experienced value conflict.

Magnitude Matters: The Role of Anger Intensity in Interpersonal Perceptions

Celia Gaertig, University of Pennsylvania, USA
Alixandra Barasch, University of Pennsylvania, USA
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How does the magnitude of an anger expression influence interpersonal perceptions? We find that extremely angry people are perceived to be less competent and warm and receive less status in interpersonal interactions. Our results demonstrate that magnitude matters: the social consequences of emotion hinge on the magnitude of emotional expressions.

Using EEG to Understand The Brain Processing Mechanism of Irrational Consumption Bias Rooted in Different Income Sources

Fei Gao, HEC Paris, France

This research first explores consumer’s cognitive neural mechanism of irrational consumption bias rooted in different income sources. Different income sources set up different brain processing mechanisms of mental accounting. P3 and LPC are the specific components which reflect different types of consumption preferences in different income source accounts.

Unintended Negative Consequences of Product Recommendations Among Prevention Focused Consumers

Arezou Ghiassaleh, University of Lausanne, Switzerland
Bruno Kocher, University of Lausanne, Switzerland
Joseph Lajos, University of Lausanne, Switzerland

Results of a behavioral experiment involving real product choices show that the provision of product recommendations decreases consumers’ choice commitment when they have a prevention focus but not when they have a promotion focus and that this moderating effect of regulatory focus is mediated by decision difficulty.

Towards Better Understanding and Managing of Online Trolling Behaviors

Maja Golf Papez, University of Canterbury, New Zealand
Ekant Veer, University of Canterbury, New Zealand

Trolling is a pervasive phenomenon performed by ‘real’ perpetrators and at the expense of ‘real’ targets (people or brands). Our study defines how trolling is different from other online misbehaviors and it demonstrates how understanding the factors involved in trolling may help social marketers and managers addressing it more successfully.

Creating a Hyper-Place: How Refugee Helpers Create a Place for Their Values

Johanna F. Gollnhofer, University of St. Gallen, Switzerland

This ethnography of voluntary refugee helpers shows why and how a meaningful place is produced. By drawing on spatial theory we map out how activist consumers create a hyper-place: Embedded in the dynamics of demarcating and linking voluntary helpers set a place apart from the surrounding space and other places.