The ‘Flower Men’ Phenomenon: Exploring the Cultural Encoding of Masculinity in South Korean Cosmetics Advertising
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Given the cultural relativity of masculinity and attractiveness, representations of masculinity are likely to vary across cultures. This study explores images of masculinity in South Korean print advertising for men’s cosmetics. Findings of a content analysis suggest a notion of ‘soft masculinity’ that may widen traditional gender lines around cosmetics.

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The Role of Social Endorsement in a Repeated Exposure Context

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We examine how social endorsement asymmetrically influence message persuasibility in a context of repeated information exposure. We show how subsequent social endorsement is more effective than initial one because message recipients inhibit pursuit of goal initially but rebound to a higher desirability level at subsequent exposure stage.

Friend or Firm: When Friendliness Reduces Comfort Perceptions During Sales Interactions

Suzanne Rath, Queen’s University, Canada
Laurence Ashworth, Queen’s University, Canada
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It is generally believed that friendly firms facilitate positive consumer responses. However this may not always be true. This research suggests that friendly firms may make consumers feel less comfortable as consumers may not view firms as especially meaningful relationship partners even though friendliness is normally a desirable interpersonal exchange.

Money and Me: Thoughts of Money Change Individuals’ Self-View

Leonie Reutner, University of Basel, Switzerland
Mirella Walker, University of Basel, Switzerland
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We show that money thoughts shift individuals’ self-view (study 1) towards more agency and less communion when accuracy is central but does not similarly affect the way other people are viewed (study 2). When accuracy is not central money shifts self-view towards an ideal agentic and communal self (study 3).

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Clicking Decisions and the Coexistence of Insufficient and Excessive Checking

Yefim Roth, Technion University, Israel
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We examines the impact of past experiences on the tendency to use easy “single-click checking” options in simplified settings. The results reveal the co-existence of insufficient and excessive checking. The direction of the deviation is captured with the hypothesis that consumers exhibit oversensitivity to the best in retrospect outcome.