



# ASSOCIATION FOR CONSUMER RESEARCH

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## **Buyers Are More Impatient Than Sellers: the Timing of Peak Influences Satisfaction in Experiential Purchase**

Zhenyu Jin, Shanghai Jiao Tong University, China

Wei Lu, Shanghai Jiao Tong University, China

Meng Duan, Shanghai Jiao Tong University, China

Jin Luo, Shanghai Jiao Tong University, China

Previous research demonstrated that the later the peak occurs, the greater happiness people feel (Baumgartner et. al. 1997; Fredrickson and Kahneman 1993). We proposed that experience-buyer becomes more impatient than experience-seller while waiting for the delayed peak of an experience due to varying construal levels.

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## **Mortality Beliefs Distorted: Magnifying the Risk of Dying Young**

Peter Jarnebrant, BI Norwegian Business School, Norway  
Kristian O. R. Myrseth, University of St Andrews, UK

We explore mortality beliefs by eliciting individual-level belief distributions for participants' remaining lifespans. We find simultaneous great pessimism (about dying at < 50 years) and great optimism (about dying at > 100 years) compared to demographic data. This has important implications for a range consumer behavior including intertemporal choice.

## **Can the Color Value Affect Perceptions on Homosexual Images?**

Eunmi Jeon, Sungkyunkwan University, South Korea  
Myungwoo Nam, Sungkyunkwan University, South Korea

The current research examines how can color value affects perceptions on homosexual images. Our research aims to evaluate how an increased in color value results to a morally upright perception on homosexual images. A homosexual image on lighter tone yielded a positive attitude than that on a darker tone.

## **Seeking Indulgence by Involving Others**

Miaolei Jia, National University of Singapore, Singapore  
Gita Venkataramani Johar, Columbia University, USA  
Leonard Lee, National University of Singapore, Singapore

We demonstrate that consumers are more likely to strategically involve others when they seek indulgence. This effect is mediated by the feeling of guilt. Accordingly promotions that involve others (e.g. "Buy one and get one free for your loved one") increase purchase intention for vice but not virtue products.

## **Lack of Control and Preference for Tangible Products**

Li Jiang, UCLA, USA

We show consumers cope with lack of control by choosing tangible products over intangible counterparts. In three studies we show individual differences in desirability of control predicted choices of tangible products over intangible counterparts and participants who were made to feel lack of control chose tangible products over intangible counterparts.

## **Pride and Dishonesty-Why does Authentic Pride Lead to More Dishonesty?**

Jinfeng (Jenny) Jiao, SUNY Binghamton, USA  
Cathy Cole, University of Iowa, USA  
Gary Gaeth, University of Iowa, USA

This paper focuses on authentic pride and hubristic pride as antecedents to consumer dishonesty and has both theoretical and empirical implications. We further examine the moderating role of cognitive resources in influencing pride effects on dishonesty. We demonstrate that it is moral disengagement that mediates the found effect.

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