The Effects of Perspective Taking on Consumer Uniqueness-Seeking Tendency

Dongjin He, Hong Kong Polytechnic University, Hong Kong
Yuwei Jiang, Hong Kong Polytechnic University, Hong Kong

This research shows that incidental perspective-taking experiences lead consumers to become less attracted by unique products in subsequent consumption, compared with those who do not take others’ perspective. Moreover, self-construal moderates this effect, such that the effect is more salient for interdependent consumers.

[to cite]:

[url]:
http://www.acrwebsite.org/volumes/1021243/volumes/v44/NA-44

[copyright notice]:
This work is copyrighted by The Association for Consumer Research. For permission to copy or use this work in whole or in part, please contact the Copyright Clearance Center at http://www.copyright.com/.
The Effects of Perspective Taking on Consumer Uniqueness-Seeking Tendency
Dongjin He, Hong Kong Polytechnic University, Hong Kong
Yuwei Jiang, Hong Kong Polytechnic University, Hong Kong

This research shows that incidental perspective-taking experiences lead consumers to become less attracted by unique products in subsequent consumption compared with those who do not take others’ perspective. Moreover, self-construal moderates this effect such that the effect is more salient for interdependent consumers.

Firm Power: On Its Construction and Consequences
Sharlene He, Northwestern University, USA
Derek Rucker, Northwestern University, USA

Firm power is an important aspect of the marketplace however the consumer behavior literature has limited understanding of how consumers represent firm power and the consequences of such perceptions. This research introduces and tests a model of antecedents to potential biases in and consequences of consumers’ perceptions of firm power.

How Nudity in Advertising Affects Donation Behavior
Marloes Heijink, Hong Kong Polytechnic University, China
Yuwei Jiang, Hong Kong Polytechnic University, China
Jaideep Sengupta, Hong Kong University of Science and Technology, China

This research finds that exposure to nudity in advertising causes consumers to engage in more altruistic behavior as manifested both in monetary donations and intentions to donate blood. This effect is found to be mediated by the feeling of guilt elicited by viewing nudity.

The Ethical Consumption Gap in Fairtrade Consumption: How Price Importance, Habit and Ego Depletion Affect Attitude-Choice Incongruence
Atar Herziger, University of Cologne, Germany
Erik Hoelzl, University of Cologne, Germany

We examine an individual-level measure for the ethical consumption gap. In two studies involving incentive-compatible or hypothetical choices between Fairtrade and conventional products attitude-choice incongruence was significantly associated with reported price importance. In the incentive compatible design Fairtrade consumption habit and ego depletion tended to reduce the ethical consumption gap.

Shared Offline and Online Spaces of Ethical Consumption Communities
Vera Hoelscher, University of London - Royal Holloway, UK

This paper explores how the sharing of both physical and digital spaces impacts ethical consumption communities. Considering three independent sites in the London Borough of Camden through ethnography it studies the qualitative differences between offline and online spaces as well as the networks that form therein.

How Do They Feel:
Categorial Sentiment Analysis of Emojis for Social Media Communication
Lisa Carola Holthoff, University of Duisburg-Essen, Germany

In electronic communication consumers increasingly use emoticons to express their emotions. We develop a categorial emoji sentiment analysis tool on the basis of a qualitative study with 900 participants and validate it with a second quantitative study. The tool simplifies the identification of emotional consumer reactions in social media communication.