“Love Accounting”: the Effect of Love Messages on Gift Budgeting

Yanan Wang, Bishop's University
Ashesh Mukherjee, McGill University

Through three studies, it is found that when people give a gift they engage in 'love accounting', so that they will spend less on it if they include a written expression of love with it. The amount of effort expended on preparing the message did not account for the effect.

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Approach or Avoidance? The Dual Role of Face in Fashion Consumption
Wangshuai Wang, Shanghai Jiao Tong University, China
Xin-an Zhang, Shanghai Jiao Tong University, China

We propose face affects fashion consumption in two ways. Desire to gain face boosts fashion consumption whereas fear of losing face demotivates it. Moreover these effects are mediated by need for uniqueness and moderated by social visibility. Data from one survey and four experiments provide support for these hypotheses.

With A Little Help From My Friends: How Product and Website Socialness Drive Online Word-of-Mouth Persuasion
Yiru Wang, Kent State University, USA
Cesar Zamudio, Kent State University, USA

Consumers’ online review information processing depends on the social nature of the object under review and website used. When the object is consumed privately readers rely on both review content and writers’ social profile. However when the object is consumed socially readers rely on social profile alone.

Information-Searching Task Type and Searching Effort: the Mediating Role of Self-Efficacy
Feiqiong Wei, Renmin University of China, China
Yafeng Fan, Renmin University of China, China
Jing Jiang, Renmin University of China, China

This article examines information searching behavior under different searching tasks (general vs. specific) and the mechanism. Two experiments demonstrate that consumers make more efforts under general searching task than under specific searching task which is mediated by self-efficacy. We also explore this effect under different scenarios (material vs. experiential product).

When Detailed Information Works Better: Comparison Between 3-Colors and 5-Colors Traffic-Lights Nutritional System Labels
Carolina O.C. Werle, Marketing Department, Grenoble Ecole Management, France
Kévin Roche, Marketing Department, Grenoble Ecole Management, France
Olivier Trendel, Marketing Department, Grenoble Ecole Management, France

Two studies using implicit (i.e. automatic) tasks show that nutritional traffic light systems facilitate the recognition of the healthiest option among a pair of food products. Furthermore a more subtle system (traffic light with five colors instead of three) works better independently of consumers’ knowledge about the food nutritional value.

Creating the Flawed Hero: Consumer Movement Framing in the Online Environment
Jeff Wiebe, Queens University, Canada
Jay Handelman, Queens University, Canada

Employing a New Social Movement perspective we conduct a netnographic analysis to examine how members frame consumer movements in the online environment. We find that rather than adhering to traditional activist roles members position themselves as persistent “flawed heroes” who inform others of important truths.