Embarrassed Customers: the Dark Side of Receiving Help From Others
Youjae Yi, Seoul National University, South Korea
Seo Young Kim, Seoul National University, South Korea

Receiving support from other customers during service encounters has become common with increased customer-to-customer interactions. However, there is a downside of inter-customer relationships. Customers receiving help from other customers during service encounters are more likely to feel embarrassed, which would lead to decrease in customer satisfaction.

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Soap-Opera and Tourism: Rehabilitating the Ottoman Post-colonial
Cagri Yalkin, Brunel University, UK
Georgios Halkias, University of Vienna, Austria

We explore how the tourists from formerly colonized territories in the Ottoman Empire consume the former colonizer through 1. watching Turkish soap operas and 2. visiting Turkey and in doing so how they confront the post-colonial relationship through confronting Turkey as a destination and a nation-brand.

Virtue-Vice or Vice-Virtue: Ingredient Presenting Order Affects Consumer’s Perceived Healthiness and Calorie Estimate
Chun-Ming Yang, Ming Chuan University, Taiwan

Two experiments demonstrate that consumers report a higher (lower) perceived healthiness and lower (higher) calorie estimate when a dish’s ingredients are presented in a virtue-vice (vice-virtue) sequence. Perceived healthiness mediates the relationship between ingredient order and calorie estimate. However this effect is weaker for individuals with low appearance self-esteem.

Parenting Mindset Salience and Its Influence on Uniqueness Seeking
Chun-Ming Yang, Ming Chuan University, Taiwan

Two studies demonstrate that parenting mindset salience makes consumer interdependent self-construal more salient but does not do so for independent self-construal. This salient interdependent self-construal leads to a lower preference for unique or cool products. Moreover this effect was stronger for females than for males and mediated by interdependent self-construal.

Fewer When Mixed: When Food Presentation Format Biases Consumers’ Perceptions of Calories and Fat
Ning Ye, Temple University, USA
Maureen Morrin, Temple University, USA
Angelika Dimoka, Temple University, USA
Dipankar Chakravarti, Virginia Tech, USA

Our research aims to investigate whether consumers’ calories estimation is biased by the food format: when the ingredients are mixed together versus separate. We found participants underestimated the amount of calories in candies when asked to imagine eating the food in a mixed (versus separate) format.

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The Construction of ‘Whiteness’ in Indonesian Skincare Advertising
Jeaney Yip, University of Sydney, Australia
Susan Ainsworth, University of Melbourne, Australia

This research analyses the discursive construction of beauty through skin care advertisements in Indonesian women’s magazines. A country with the largest emerging middle class in Southeast Asia we explore the polysemy of whiteness that promise youthful and fair skin to affluent middle-class consumers and the constant ‘upscaling’ of lifestyle norms.