



ASSOCIATION FOR CONSUMER RESEARCH

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Icing on the Cake Or Not: the Impact of Positive In-Group Members' Advice on Individuals' Preference on Choice

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Based on the optimal distinctiveness theory, this study proposes that anticipated in-group similarity becoming excessive due to too much positive advice will make individuals feel emotional ambivalent, which will evoke subsequent negative behavioral responses- preference decrease or shift. The situation will be even more intense when individuals are independent self-construal.

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What You Smell is What You See? The Effect of Ambient Scent on Stimulus Ambiguity in Product Aesthetics

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Can the olfactory and visual senses cooperate to resolve ambiguity? Two scent experiments aim to understand if and how pleasant ambient scent (e.g. eucalyptus) can mitigate stimulus ambiguity in visual product aesthetics (e.g. abstract artwork) and how consumers' perceptions and evaluations are influenced as a consequence.

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Do the powerful prefer the "Brand-As-Leader"? Gender Difference in the Power Effect on Brand Role Preference

Jiang Wu, Nanjing University, China

In the current research we investigated the gender difference in the power effect on brand role preference. Specifically we proposed that men with lower sense of power and women with higher sense of power would prefer "brand as leader" to "brand as partner".

The Impact of Corporate Environmental Transgressions on Consumer Support for Non-profits: The Role of Negative Moral Emotions and Moral Identity

Chunyan Xie, Stord/Haugesund University College, Norway
Richard P. Bagozzi, University of Michigan, USA

We add to research on pro-social decision making by providing a new psychological mechanism underlying consumer support for non-profits upon exposure to corporate environmental transgressions. Results showed that contempt anger and disgust mediate the relationship between corporate transgressions and consumer support. Further moral identity regulates such a mediation process.

"Slim-as-Luxury" Effect: The Influence of Product Shape on Product Luxury Perception

Ji (Jill) Xiong, National University of Singapore, Singapore
Yu Ding, National University of Singapore, Singapore

Based on anthropomorphism theory that people tend to imbue characteristics of human beings such as personalities emotions and facial features onto products we found that people also attribute their implicit belief about slim human body shape and its signaling of high status and luxuriousness onto slim-shaped products.

Asset or Liability? The Role of Brand Equity in Times of Crisis

Haiyue (Felix) Xu, Pennsylvania State University, USA
Lianxi Zhou, Brock University, Canada

The present research examines how brand equity affects consumer responses to brand crisis and its contingency on crisis characteristics. Results show that brand equity backfires when a crisis is of high severity or of ethical nature. Confirmatory bias and disconfirmation of expectation are identified to be the underlying processes.