The Influence of Contextual Minority Status on Privately-Held Evaluations of Identity-Linked Products

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Does being the lone female in a group of males influence women’s evaluations of female identity linked products? Two studies find that when gender identity is activated by being in the numerical minority of a group, women report less positive attitudes toward products associated with negative aspects of their gender.

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When Usage Repetition Leads to Predictions of Faster Adaptation
Maria Alice Pasdiora, Universidade Federal do Rio Grande do Sul, Brazil
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We show how and when the perception of repetitive consumption leads consumers to predict hedonic adaptation. Results suggest that repetition salience stimulates consumers to predict diminishing enjoyment over time weakens the impact of assortment variety on predicted enjoyment and strengthens the impact of attention drawn by product on predicted enjoyment.

The Association Between Digit Ratios and Conspicuous Consumption, and the Moderating Role of Intrasexual Competition
Cristina Maria de Aguiar Pastore, Pontifical Catholic University of Paraná, Brazil
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We investigated the effects of hormones on conspicuous consumption. Low digit ratios (high prenatal testosterone exposure) were associated with greater conspicuous consumption in men particularly when intrasexual competition was high. In women high digit ratios (high prenatal estrogen) were only associated with greater conspicuous consumption when intrasexual competition was high.

From Consumers to Producers: The Identity Evolution of Food Bloggers
Gabrielle Patry-Beaudoin, HEC Montréal, Canada
Yannik St.James, HEC Montréal, Canada

Drawing from the professional identity and serious leisure literatures this study examines consumers’ identity as they engage in production activities. A qualitative investigation of food bloggers documents three identity forms – novice amateur and professional – consumers integrate as they participate in production practices as well as identity tensions they must negotiate.

Pornographication and the Advertising of Sexual Services
Maurice Patterson, University of Limerick, Ireland
Gretchen Larsen, University of Durham, UK

This research reports on an analysis of advertising cards used by prostitutes in London from 1992 to 2008. It depicts a shift in such advertising described in terms of pornographication; a visual regime that relies heavily on the representational codes of pornography and an industrialization and commodification of sex work.

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