Is Altruism Perilous? Consumer Benevolence and Risk Taking

Sudipta Mukherjee, Virginia Tech, USA
Samuel Bond, Georgia Tech, USA

Our research examines the relationship between consumer benevolence and risk taking. Based on theory of less deliberative processing and optimism bias, we hypothesize and find across three studies that at both, trait and situational levels, benevolence is related to increased risk taking due to decreased risk perceptions.

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**When a Change in Institutional Logics Does Not Lead to Market Evolution: The Case of Fertility Services Market**

Laetitia Mimoun, HEC Paris, France  
Francesca Sobande, University of Dundee, UK  
Lez E. Trujillo Torres, The University of Illinois at Chicago, USA

Using institutional theory we investigate the lack of market evolution despite change in guiding institutional logics. The 15-year historical analysis of the fertility services market reveals how marketers use various strategies to maintain market and logics legitimacy despite conflicting scientific moral commercial and gendered logics surrounding the quest for parenthood.

**Self-Awareness Fit and Consumer Product Evaluation**

Bora Min, University of Southern California, USA  
Cheryl Wakslak, University of Southern California, USA

Consumers increasingly engage in activities that can situationally increase self-awareness (e.g. taking selfies). Across two experiments we find that situationally increasing self-awareness via self-focusing stimuli (i.e. video and mirror) enhances (vs. hinders) experiences with products among consumers with high (vs. low) public self-consciousness.

**The Effect of Spending Intentions on Windfall Use**

Joshua I. Morris, Stanford University, USA  
Jonathan Levav, Stanford University, USA

We show that receiving a windfall decreases the likelihood of choosing an option with a price exceeding the windfall amount when one does not have prior spending intentions for the purchase category. However receiving a windfall increases the likelihood of choosing such an option when prior spending intentions are present.

**Do Deals Really Help Save: Deal Salience And Increased Consumer Spending**

Sudipta Mukherjee, Virginia Tech, USA  
Mario Pandelaere, Virginia Tech, USA  
Daniel Villanova, Virginia Tech, USA

Consumers have the lay belief that looking for deals helps in saving money. In this paper we find that deal salience decreases self-control and increases consumer spending. Further we get the surprising result that deal salience has a greater influence on the spending behavior of tightwads than spendthrifts.

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Our research examines the relationship between consumer benevolence and risk taking. Based on theory of less deliberative processing and optimism bias we hypothesize and find across three 3 studies that at both trait and situational levels benevolence is related to increased risk taking due to decreased risk perceptions.

**Ambivalent Attitudes do Not Induce Confusion among Collectivists**

Andy H. Ng, University of Illinois at Urbana-Champaign, USA  
Sharon Shavitt, University of Illinois at Urbana-Champaign, USA  
Hazel R. Markus, Stanford University, USA

People of Asian (vs. European) background perceived context-dependent attitudes as more socially desirable which led to a higher tendency to evaluate objects both favorably and unfavorably without context. This led to feeling of confusion only for those who did not strongly endorse collectivistic values and when independent self-construal was primed.