Consumers frequently use products to manifest their selves. We hypothesize that products fulfill this self-oriented function particularly when they are experienced directly and perceived on a high construal level at the same time. Evidence from two experiments supports this theorizing.

[to cite]:

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Don’t Freak, I’m a Sikh: Stigma, Styled Identities and Social Distancing of the Turbaned Sikh Male
Anoop Bhogal-Nair, University of Northampton, UK
Andrew Lindridge, Open University, UK

This working paper investigates how Sikh men utilise social distancing strategies in developing distinct identities not narratives. Grounded in social identity theory we examine how global discourses of ‘Islamophobia’ have prompted ‘Sikh projects’ as strategies to de-stigmatize cultural symbols and ultimately socially distance one ‘Other’ from another ‘Other.’

A Trip to Your Past: The Effect of Ending on Preference for Nostalgic Products
Sheng Bi, Renmin University of China, China
Jun Pang, Renmin University of China, China

This research proposes the ending effect on consumers’ preference for nostalgic products. Across three studies we show that the ending of a time period increases consumers’ preference for nostalgic products. In addition we identify the perceptions of the passage of time as the underlying process that accounts for this effect.

What’s in the Box? Risk in Surprise Subscription Models.
Severin Bischof, University of St. Gallen, Switzerland
Tim Boettger, University of St. Gallen, Switzerland
Thomas Rudolph, University of St. Gallen, Switzerland

Assessing subscription models in retailing we seek to identify the drivers that influence consumers’ attitude towards product subscriptions. Using Prospect Theory we find that consumers prefer subscription boxes with surprise content in lower frequencies and subscription boxes with predefined content in higher frequencies.

Using The Aesthetic Design Principle ‘Autonomous, Yet Connected’ to Increase Purchase Intention of Radical Innovations by Consumers
Janneke Blijlevens, RMIT University, Australia
Wilfred Horig, RMIT University, Australia
Ruth Mugge, Delft University of Technology, The Netherlands

We find that both autonomy and connectedness simultaneously influence purchase intention mediated by aesthetic appreciation. We expected that the aesthetic design principle ‘autonomous yet connected’ principle would work to increase appreciation for radical innovations and sway the preferred balance to connectedness. These expectations were not confirmed and implications are discussed.

Experiencing the Self through Products: How Direct Product Experiences Paired with Abstract Product Construals Increase Consumers’ Identification with and Evaluation of Products
Silke Blumer, University of St. Gallen, Switzerland
Philipp Scharfenberger, University of St. Gallen, Switzerland
Gerald Häubl, University of St. Gallen, Switzerland
Torsten Tomczak, University of St. Gallen, Switzerland

Consumers frequently use products to manifest their selves. We hypothesize that products fulfill this self-oriented function particularly when they are experienced directly and perceived on a high construal level at the same time. Evidence from two experiments supports this theorizing.