



ASSOCIATION FOR CONSUMER RESEARCH

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The Consumer As an Artist Citizen: the Emancipatory Potential of Art in the Formation of the Self and Public Sphere in the 21St Century Consumer Culture

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This research amalgamates consumer and cultural studies literature to explore self-expressive art practices in consumption settings. Using Habermas's public sphere conceptualisation and an ethnographic case-study, we demonstrate the critical role of authorship in art-stimulated dialogical discourses impacting consumers' multi-layered activation, public expression and marketplace conversions into late modern public spheres.

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Toward an Improved Understanding of the Privacy Paradox

Mirja Bues, University of Muenster, Germany
Wayne D. Hoyer, University of Texas at Austin, USA

The current research seeks to understand why consumers disclose vast amounts of personal information online despite high concerns of privacy a phenomenon known as the privacy paradox. We show that consumers' willingness better predicts their actual disclosure behavior than do behavioral intentions and also which factors influence the situation-specific willingness.

Why Customers Get Even? The Predicting Role of Vengeful Customer's Negative Emotions

Phuong Thao Bui Nguyen, Toulouse 1 Capitole University, France

This research clarifies two categories of negative emotions that vengeful customers can feel: one of which targets the firm and the other targets the final user of the defective product. The proposed typology highlights different roles of a vengeful customer (victim vs. guilty party) which will predict his revenge action.

The Impact of Visual Imbalance on Consumers' Donation Behavior

Fengyan Cai, Shanghai Jiao Tong University, China
Christopher K. Hsee, Chicago University, USA
Jieru Xie, Shanghai Jiao Tong University, China

Two lab studies and one field experiment together demonstrate that a visually imbalanced donation device could increase people's donation intention even real donation behavior. And this impact of visual imbalance on consumers' donation intention is mediated by their motivation to seek for balance.

The Collective Aggregation Effect: Aggregating Potential Collective Action to Motivate Prosocial Behavior

Adrian Camilleri, RMIT University, Australia
Richard Larrick, Duke University, USA

Is the statement "If X people all do Y action then Z outcomes will be achieved" motivating? We answer this question by conducting a series of laboratory experiments focused on motivating pro-social actions. It turns out that such statements are motivating by boosting perceptions of outcome efficacy.

The Power of Meaningful Stories over Happy Ones and the Moderating Role of Implicit Theories

Marina Carnevale, Fordham University, USA
Ozge Yucel-Aybat, Pennsylvania State University-Harrisburg, USA

In the current research we explore whether and how meaningful versus happy stories about a brand may influence consumers' attitude towards that brand. Results suggest that meaningful stories might lead to higher attitude towards the brand because of its perceived trustworthiness. However these effects occur only for incremental theorists.