



# ASSOCIATION FOR CONSUMER RESEARCH

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## **When Shared Joy Is Lessened: Comparing Psychological Costs Between Online and Offline Positive Word of Mouth**

Ana Suárez Vázquez, University of Oviedo, Spain

Manuel Chica Serrano, Open University of Catalonia, Spain

This research examines the difference in drivers of online and offline WOM. We suggest the existence of an emotional pain associated with the spreading of others' positive experiences that could have a deterrent effect over online positive WOM. That effect does not exist in the case of offline positive WOM.

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## **The Role of Mimicry in Charity Advertising**

Sabrina Stöckli, University of Bern, Switzerland  
Aline Stämpfli, University of Bern, Switzerland

This research explores the effect that charity ads induce more empathy when showing sad versus neutral and happy children's faces. Assuming mimicry to be involved face reader analysis reveals that people mimic happy but not neutral and sad faces. This suggests that mimicry only partially facilitates emotional contagion.

## **Choosing an Inferior Alternative: The Case of Disappearing “Inherited Options”**

Rusty Stough, University of Wisconsin - Madison, USA  
Evan Polman, University of Wisconsin - Madison, USA

We extend work on subsequently unavailable options by examining items that consumers acquire despite their preferences. We found that when people experience a loss of an inherited option they recoup the loss with a similar option to the extent they choose an option that is inferior to other available options.

## **Eye Buy: Broad Visual Attention Increases Unplanned Purchases**

Mathias Streicher, University of Innsbruck, Austria  
Oliver Büttner, University of Vienna, Austria  
Zachary Estes, Bocconi University, Italy

We investigate whether manipulating the scope of visual attention influences subsequent attention to products and unplanned purchases. We find that a broad vs. a narrow scope of attention increases attention to products in the visual periphery and that this may lead to more unplanned purchases and spending.

## **Social Exclusion and Consumer Switching Behavior: A Control Restoration Mechanism**

Lei Su, Hong Kong Baptist University, China  
Yuwei Jiang, Hong Kong Polytechnic University, China  
Zhansheng Chen, University of Hong Kong, China  
C. Nathan DeWall, University of Kentucky, USA

Four studies reveal that socially excluded consumers exhibit more switching behaviour than those who do not. This effect is mediated by a decreased sense of personal control after social exclusion. It diminishes when the switching behaviour cannot restore personal control or when other resources compensate the desire for internal control.

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This research examines the difference in drivers of online and offline WOM. We suggest the existence of an emotional pain associated with the spreading of others' positive experiences that could have a deterrent effect over online positive WOM. That effect does not exist in the case of offline positive WOM.