Creating the Flawed Hero: Consumer Movement Framing in the Online Environment

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Employing a New Social Movement perspective, we conduct a netnographic analysis to examine how members frame consumer movements in the online environment. We find that rather than adhering to traditional activist roles, members position themselves as persistent “flawed heroes” who inform others of important truths.

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Thinking Creatively through Hands
Jeong Eun Lee, Hongik University, South Korea
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Through four studies this research empirically demonstrates that physical hand movement and the elicitation of the embodied metaphor of hands enhance creativity. The relationship between using hands and creativity is mediated by the symbolic metaphor of the “craft-making” and “curiosity and imagination.”

Time and Conformity:
The Effect of Temporal Distance on Consumers’ Responses to Word-of-Mouth
Ran Li, The Chinese University of Hong Kong, HK, China
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This paper examines the effect of temporal distance on consumers’ responses to word of mouth. Two studies demonstrate that when participants buy a product for future use (vs immediate use) they will feel more similar and close with other consumers and conform more to their word of mouth.

Whom Do Incentives Motivate and Whom Do They Deter?
The Role of Group Identity in Incentivizing Charitable Behavior
Charis Li, University of Florida, USA
Yanping Tu, University of Florida, USA
Ayelet Fishbach, University of Chicago, USA

The role of material incentives in prosocial domain has long been arguable. This research suggests that group identity changes how people view personal gains through charitable behaviors thus altering the role of incentives: incentives motivate charitable behavior among in-group donors or fundraisers but undermine charitable behavior among outgroups.

Work With Me or For Me: The Influence of Implicit Self-Theories on the Preference of Anthropomorphized Products
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Three studies show that consumers’ implicit theories of personality interact with anthropomorphized product roles when relating to consumer preference. Specifically incremental (entity) theorists prefer a product that portrays as a partner (servant) more since it fits their mastery (performance) goal orientation. This effect is moderated by task difficulty.

Heavy vs. Light TripAdvisor Reviewer Behavior
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Existing research on motivations behind engaging in online word of mouth (eWOM) has offered multiple discrepant lists of the reasons travelers choose to leave a review online. In this paper existing data from TripAdvisor reviews is analyzed to further investigate the behavioral differences of heavy versus light TripAdvisor reviewers.