



# ASSOCIATION FOR CONSUMER RESEARCH

---

Labovitz School of Business & Economics, University of Minnesota Duluth, 11 E. Superior Street, Suite 210, Duluth, MN 55802

## **Head in the ‘Cloud’: Online Information Search Inflates Consumers’ Self-Confidence in Personal Decision-Making Ability**

Tito L. H. Grillo, Federal University of Rio Grande do Sul, Brazil

Adrian F. Ward, University of Texas at Austin, USA

Cristiane Pizzutti dos Santos, Federal University of Rio Grande do Sul, Brazil

Consumers increasingly rely on the Internet to prepare for future decisions and experiences. This study shows that accessing information through online search (vs. accessing without online search) elicits a false sense of “already knowing things”, which increases consumers’ confidence in their own decision-making abilities.

### **[to cite]:**

Tito L. H. Grillo, Adrian F. Ward, and Cristiane Pizzutti dos Santos (2016) , "Head in the ‘Cloud’: Online Information Search Inflates Consumers’ Self-Confidence in Personal Decision-Making Ability", in NA - Advances in Consumer Research Volume 44, eds. Page Moreau and Stefano Puntoni, Duluth, MN : Association for Consumer Research, Pages: 733-733.

### **[url]:**

<http://www.acrwebsite.org/volumes/1022266/volumes/v44/NA-44>

### **[copyright notice]:**

This work is copyrighted by The Association for Consumer Research. For permission to copy or use this work in whole or in part, please contact the Copyright Clearance Center at <http://www.copyright.com/>.

## **Consumers' Dissociation Responses to Incidental Similarity of Products in Different Product Domains**

Xiushuang Gong, School of Business, Renmin University of China, China  
Jing Jiang, School of Business, Renmin University of China, China  
Lin Jiang, School of Business, Renmin University of China, China  
Yan Wang, China Unicom Research Institute, China

The current research examines the effect of incidental similarity of products on consumers' dissociation responses in different product domains. Across three experiments we find that consumers' dissociation responses are higher for the incidental similarity of high symbolic products. This effect is mediated by embarrassment and moderated by group belongingness.

## **Linear or Nonlinear? The Effect of Product Aesthetics on Consumers' Post-purchase WOM Generation and Repurchase Intentions**

Xiushuang Gong, School of Business, Renmin University of China, China  
Jing Jiang, School of Business, Renmin University of China, China  
Yan Wang, China Unicom Research Institute, China

The present research examines the effect of product aesthetics on consumers' post-purchase WOM generation and repurchase intentions. Across two studies we find that for products with medium quality product aesthetics of hedonic and utilitarian products both positively influence consumers' WOM generation while their effects on consumers' repurchase intentions are quite different.

## **How Shall I Thank Thee? Giver-Recipient Discrepancies in Preferences for Public or Private Expressions of Gratitude**

Lauren Grewal, University of Pittsburgh, USA  
Mary Steffel, Northeastern University, USA  
Dhruv Grewal, Babson College, USA

This research examines how people prefer to give and receive gratitude and whether recipients accurately predict and respond to givers' preferences for receiving thanks. Across three studies we show that recipients fail to anticipate gift giver responses to public gratitude; causing recipients to miss opportunities to enhance gift givers' experiences.

## **Head in the 'Cloud': Online Information Search Inflates Consumers' Self-Confidence in Personal Decision-Making Ability**

Tito L. H. Grillo, Federal University of Rio Grande do Sul, Brazil  
Adrian F. Ward, University of Texas at Austin, USA  
Cristiane Pizzutti dos Santos, Federal University of Rio Grande do Sul, Brazil

Consumers increasingly rely on the Internet to prepare for future decisions and experiences. This study shows that accessing information through online search (vs. accessing without online search) elicits a false sense of "already knowing things" which increases consumers' confidence in their own decision-making abilities.

## **Does This Dog Make Me Look Fat? The Liberating Effect of Choices Made for Others on Subsequent Choices for the Self**

Kelley A. Gullo, Duke University, USA  
Peggy Liu, University of Pittsburgh, USA  
Lingrui Zhou, Duke University, USA  
Gavan J. Fitzsimons, Duke University, USA

Consumers frequently make consumption choices for others. We propose that those choices affect subsequent choices made for the self. We show that a choice made for a pet's consumption that is congruent with a primary personal goal liberates subsequent pursuit of an opposing secondary goal for the self.