



# ASSOCIATION FOR CONSUMER RESEARCH

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## **the Role of Social Endorsement in a Repeated Exposure Context**

Suntong Qi, Lingnan University, Hong Kong

Yu-Jen Chen, Lingnan University, Hong Kong

We examine how social endorsement asymmetrically influence message persuasibility in a context of repeated information exposure. We show how subsequent social endorsement is more effective than initial one because message recipients inhibit pursuit of goal initially but rebound to a higher desirability level at subsequent exposure stage.

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## **The Role of Social Endorsement in a Repeated Exposure Context**

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## **Friend or Firm: When Friendliness Reduces Comfort Perceptions During Sales Interactions**

Suzanne Rath, Queen's University, Canada  
Laurence Ashworth, Queen's University, Canada  
Matthew Philp, HEC Montreal, Canada  
Nicole Robitaille, Queen's University, Canada

It is generally believed that friendly firms facilitate positive consumer responses. However this may not always be true. This research suggests that friendly firms may make consumers feel less comfortable as consumers may not view firms as especially meaningful relationship partners even though friendliness is normally a desirable interpersonal exchange.

## **Money and Me: Thoughts of Money Change Individuals' Self-View**

Leonie Reutner, University of Basel, Switzerland  
Mirella Walker, University of Basel, Switzerland  
Rainer Greifeneder, University of Basel, Switzerland

We show that money thoughts shift individuals' self-view (study 1) towards more agency and less communion when accuracy is central but does not similarly affect the way other people are viewed (study 2). When accuracy is not central money shifts self-view towards an ideal agentic and communal self (study 3).

## **The 'Flower Men' Phenomenon: Exploring the Cultural Encoding of Masculinity in South Korean Cosmetics Advertising**

Ann Kristin Rhode, ESCP Europe & Université Paris 1 Panthéon-Sorbonne, France

Given the cultural relativity of masculinity and attractiveness representations of masculinity are likely to vary across cultures. This study explores images of masculinity in South Korean print advertising for men's cosmetics. Findings of a content analysis suggest a notion of 'soft masculinity' that may widen traditional gender lines around cosmetics.

## **Clicking Decisions and the Coexistence of Insufficient and Excessive Checking**

Yefim Roth, Technion University, Israel  
Michaela Wänke, University of Mannheim, Germany  
Ido Erev, Technion University, Israel

We examines the impact of past experiences on the tendency to use easy "single-click checking" options in simplified settings. The results reveal the co-existence of insufficient and excessive checking. The direction of the deviation is captured with the hypothesis that consumers exhibit oversensitivity to the best in retrospect outcome.