Two Shades of Green: Unravelling the Composition, Antecedents and Consequences of Benign and Malicious Envy on Brand Attitude


Malicious (benign) envy is conceptualized as a cluster of relatively high (low) envy and low (high) admiration. Three antecedents to envy-type are identified, namely, deservingness, relationship type and foul-play. These contextual factors differentially activate the assimilative (contrastive) emotion of admiration (envy) by influencing self-other congruence and significantly impact brand attitude.

[url]:
http://www.acrwebsite.org/volumes/1022429/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.copyight.com/.
Two Shades of Green: Unravelling the Composition, Antecedents and Consequences of Benign and Malicious Envy on Brand Attitude
Tanvi Gupta, Indian Institute of Management Bangalore, India
Preeti Krishnan Lyndem, Indian Institute of Management Bangalore, India
Malicious (benign) envy is conceptualized as a cluster of relatively high (low) envy and low (high) admiration. Three antecedents to envy-type are identified namely deservingness relationship type and foul-play. These contextual factors differentially activate the assimilative (contrastive) emotion of admiration (envy) by influencing self-other congruence and significantly impact brand attitude.

Experiential Bridges - An Alternative Perspective on Acculturation
Aditya Gupta, University of Nebraska-Lincoln, USA
Xin Zhao, Lancaster University Management School, Lancaster, UK
This paper presents an expanded view of experiential consumption in trying to understand the consumer acculturation process for international students and uncovers three underlying themes which help explain how such individuals adjust and adapt to their different consumption context which they have to inhabit for the medium-term.

Promoting Ethical Consumption: Effects of Self Regulatory Focus on Evaluation of Multifinal Ethical Products
Rishad Habib, University of Guelph, Canada
Towhidul Islam, University of Guelph, Canada
As more companies profess their desire to fulfill ethical and functional goals the research on ethical products from a multiple goals perspective remains scant. This paper looks at ethical products as multifinal means and seeks to explore the effect of regulatory focus on evaluation of means and resource allocation.

Spending Predictions: The Effects of Unpacking Based on Typicality
Konstantinos Hadjichristidis, University of Trento, Italy
Kishore Gopalakrishna Pillai, University of East Anglia, UK
Bidisha Burman, University of Mary, Washington, USA
Spending predictions are key drives of important life decisions so it is critical to understand the underlying psychology. We demonstrate that unpacking a target category of spending can increase decrease or leave predictions unaffected based on the typicality of the unpacked components and the perceived spending on them.

The Effect of Perceived Learning Opportunity on Consumers’ Evaluations of Really New Products
Ajmal Hafeez, University College of Southeast Norway, Norway
Marit Gunda Gundersen Engeset, University College of Southeast Norway, Norway
Radu Dimitriu, Cranfield School of Management and University College of Southeast Norway, UK
We propose that consumers who are oriented towards future opportunities (learning) rather than focused on the attributes that maybe difficult to understand in the present will enhance consumers’ evaluation of really-new products. Unlike previous research which has studied immediate costs-benefits we focus on consumers’ long-term considerations of adopting really-new product.

Becoming an Insectivore: Results of an Experiment
Christina Hartmann, ETH Zürich, Switzerland
Michael Siegrist, ETH Zürich, Switzerland
Insects are considered as a sustainable alternative to conventional meat-based animal products however are not accepted as food by Western consumers. In this eating-experiment we explored whether or not offering insects in a processed form may facilitate the acceptance of insects in the diet in industrialized countries.