



ASSOCIATION FOR CONSUMER RESEARCH

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Theorizing Authority Relinquishment in Agency Relationships: Conditions and Consequences

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According to agency theory, exchange agreements range from where the buyer has high authority over the seller to where both are relatively independent. Some principal-agent agreements reverse this relationship by allowing the seller to exercise authority over the buyer. We study this unexplored type of agency agreement: “authority relinquishment.”

[to cite]:

Gulnur Tumbat and Kent Grayson (2016) , "Theorizing Authority Relinquishment in Agency Relationships: Conditions and Consequences", in NA - Advances in Consumer Research Volume 44, eds. Page Moreau and Stefano Puntoni, Duluth, MN : Association for Consumer Research, Pages: 762-762.

[url]:

<http://www.acrwebsite.org/volumes/1022434/volumes/v44/NA-44>

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Role of Mood in Cause-Related Marketing Effectiveness

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Brands promise to donate certain amount of sales prices per product sold in cause-related marketing (CRM) promotions. Contrary to common wisdom we show that CRM is effective when consumers are in a bad mood but not when they are in a good mood.

Do Children Perceive Links Between Physical Attractiveness, Possessions, and Aggression?

Tabitha Thomas, University of Otago, New Zealand
Kirsten Robertson, University of Otago, New Zealand
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We examine beauty stereotypes in children and the associations they make between physical attractiveness possessions and aggressive behaviour. Across four studies we find that children perceive attractive children to own expensive possessions and display prosocial behaviour whereas unattractive children were perceived to own cheap possessions and display antisocial behaviour.

Does Visual Heaviness Convey Rich Flavor? Effect of Product Image Location on Consumers' Taste Expectation

Taku Togawa, Chiba University of Commerce, Japan
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This research found that product images' location on packaging affects consumers' perception of food products. In consumers with low autotelic need for touch product images placed at the bottom (vs. top) of packaging positively affected perception of flavor density. Additionally perceived heaviness mediated this effect.

Affective Influences on Activation of Social Network Type: The Effects of Social Motivations and Anticipated Audience Responses

Dandan Tong, Chinese University of Hong Kong, China
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This research investigates how event-elicited affective states (positive vs. negative) and relevance (self vs. other) give rise to activated social network types. We found that what people share in social media is driven by self-presentation motivation and emotion regulation motivation that are differentially associated with different types of social network.

'Compete or Cooperate'— How Motivational Mindsets Affect Facial Beauty Judgments

Natalie Truong, Nanyang Technological University, Singapore
George Christopoulos, Nanyang Technological University, Singapore

The present research examines the effect of competition versus cooperation mindset on facial beauty judgments and face processing style. Initial results show that a competitive state leads to higher evaluations of female faces compared to a cooperative state. We hypothesize a social comparison resulting in self-threat as the underlying process.

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