



# ASSOCIATION FOR CONSUMER RESEARCH

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## **Virtue in Vice: Benefits of Conspicuous Consumption For the Powerless**

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Lacking power motivates people to consume conspicuously to signal status. However, beyond the desire to signal status, little is known about the positive consequences of conspicuous consumption for the powerless. In this ongoing research, we provide initial evidence that powerless' acquired status through conspicuous consumption enhances their cognitive abilities.

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# Working Papers

## Effects of Face and Gaze Direction in Print Advertisements

Safa Adil, Rennes 1 University, France  
Sophie Lacoste-Badie, Rennes 1 University, France

This study assesses the effects of face presence and gaze direction in print advertisements on attention to and memorization of the product and the advertisement. Our main finding is that advertisements are more effective in “gaze towards the product” condition than in “gaze towards the observer” and “no face” conditions.

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## Social Valuation and Neoliberal Ideology in Postfeminist Digital Spaces

Mikael Andéhn, Aalto University, Finland  
Joel Hietanen, Stockholm University, Sweden  
Thom Iddon, Stockholm University, Sweden

The online community labeled “the red pill” is growing rapidly and references to it in mainstream media are becoming commonplace. Delving into the community we uncover traces of an ideology in which social relations operate under market-like conditions and where management of the self is the key to marketplace success.

## Should I Copy Her? A Meta-Analytic Synthesis Of Mimicry Effects

Susan Andrzejewski, California State University Channel Islands, USA  
Krista Hill, Babson College, USA  
Dhruv Grewal, Babson College, USA  
Nancy Puccinelli, University of Bath and Oxford University, UK

We quantitatively synthesize the work on mimicry effects (i.e. effects of copying another’s behavior). The results suggest for example that mimicry can increase favorable behavior by as much as 82% over a non-mimicry baseline. Importantly these effects are significantly attenuated by behavior that is mimicked and goals.

## #NoBoysAllowed: Consumer Response to Brand Infidelity

Justin Angle, University of Montana, USA  
Kathryn Mercurio, University of Oregon, USA  
Eric Setten, University of Oregon, USA

This research explores consumer response to brands that shift their focus to different customers a concept we term brand infidelity. We propose that consumers who identify strongly with a brand experience more betrayal - yet are more likely to forgive - when a brand “cheats” on them with other customers.