Yuck! Feelings of Disgust, Self-Threats and Compensatory Behaviors.

Elena Fumagalli, HEC Paris, France
L.J. Shrum, HEC Paris, France

Consumers frequently encounter disgusting images. We examine how physical and moral disgust differentially affect consumers’ identity and compensatory consumption. We show that physical disgust decreases consumers’ sense of power, which prompts them to consume conspicuous goods. In contrast, moral disgust decreases consumers’ self-esteem, causing them to act prosocially.

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When More is Not Merrier: The Effect of Feedback Frequency on Goal Performance

Isabel Ding, National University of Singapore, Singapore
Leonard Lee, National University of Singapore, Singapore

Consumers often receive feedback in goal pursuit. This article examines the effect of feedback frequency on consumers’ goal performance—does higher frequency feedback lead to higher goal performance? Four studies demonstrate that while consumers hold the lay belief that higher (vs. lower) frequency feedback leads to higher goal performance, empirical results show that it leads to lower goal performance. This occurs because higher frequency feedback increases the level of perceived goal progress which reduces consumers’ tendency to continue pursuing the goal. This effect only holds when the feedback information is relevant to goal progress but is attenuated when the information is irrelevant. Furthermore, this effect is attenuated when the goal is specific.

The More You Know the More You Search: Post-Decision Information Search and the Effect of Prior Knowledge and Maximizing Tendencies

Maura Ferreira, Pontifical Catholic University of Rio Grande do Sul, Brazil
Cristiane Pizzutti, Federal University of Rio Grande do Sul, Brazil

Previous literature argues that cognitive dissonance and feelings of regret or dissatisfaction increase the amount of information sought in post-decision timespan. We show that the knowledge individuals hold before the decision-making point predicts post-decision information search as well. Additionally, we demonstrate that high levels of maximizing tendencies boost this effect.

The Motivating Effect of Expectation-Inconsistent Social Information

Katherine Flaschen, Stanford University, USA
Szu-chi Huang, Stanford University, USA

We explore the impact of expectations about social others on goal-directed behavior. Across four studies, we find that people experience a motivational boost from witnessing another person’s expectation-inconsistent (versus expectation-consistent) behavior but only when such behavior is goal facilitative (e.g., observing an unfit person jogging).

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The Effect of Information About Previous Donation Impact on Recurring Donations

Zohar Gilad, Technion – Israel Institute of Technology, Israel
Liat Levontin, Technion – Israel Institute of Technology, Israel

Nonprofits experience around 90% donor attrition rates. Our aim is to understand the antecedents of recurring donations and develop strategies to cope with attrition. As donors are seldom informed about their donations’ impact, we suggest and find that informing donors about the positive impact of their donation increases subsequent donations.

The Psychophysiology of Touch-Sensitive Interfaces: Somatosensory Encoding of Intensity, Pleasantness, and Technology-Induced Affect-Regulation

Christian Hildebrand, University of Geneva, Switzerland

Building on the segregation of affective touch in the somatosensory cortex, we hypothesize and show that touch-sensitive interfaces cause a substantial increase in consumers’ arousal relative to valence perceptions (using both objective and subjective measures of affect) ultimately promoting a greater impulse to purchase and willingness-to-pay for a focal product.