The trend of upcycling is observable in different areas of consumption – including in the food industry as ‘waste to food’. While consumers avoided upcycling in virtue categories, it seemed to offset the guilty pleasure of consuming vice products. Therefore, it could be an alternative approach for marketing sustainable ingredients.

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3-B: Can Implicit Theory Influence Construal Level?
Sara Penner, University of Manitoba, Canada
Olya Bullard, University of Winnipeg, Canada
Kelley J. Main, University of Manitoba, Canada

This research examines the relationship between implicit theory and construal level. Three studies show that holding an incremental (vs. entity) theory is associated with abstract (vs. concrete) information processing. The likely underlying mechanism is positivity shift that results from holding an implicit (vs. entity) theory.

16-L: When is More Better? Will How Many People Ask Affect the Outcome?
Sara Penner, University of Manitoba, Canada
Kelley Main, University of Manitoba, Canada
Jennifer Argo, University of Alberta, Canada

Why do many non-profits use multiple solicitors in their donation requests with the belief it will improve their fundraising results? We explore this through the lens of attitude and discover that men and women have very different reactions related to the gender and number of people asking for the gift.

11-M: Puritan Peers or Egoistic Entrepreneurs?
An Examination of Moral Identity in Collaborative Consumption
Rebeca Perren, California State University San Marcos, USA
Kristin Stewart, California State University San Marcos, USA

Despite proponents of collaborative consumption portraying peers as moral citizens of society recent findings suggest that egoistic motives drive participation. Platform-providing firms rely on users’ cooperative behaviors; thus this research examines how prolonged participation diminishes moral identity. Findings reveal important implications for the success of emerging peer exchange business models.

18-F: Redeeming Guilty Pleasures -
Sustainable Consumption Across Vice and Virtue Categories
Anne Odile Peschel, Aarhus University, Denmark
Jessica Aschemann-Witzel, Aarhus University, Denmark

The trend of upcycling is observable in different areas of consumption – including in the food industry as ‘waste to food’. While consumers avoided upcycling in virtue categories it seemed to offset the guilty pleasure of consuming vice products. Therefore it could be an alternative approach for marketing sustainable ingredients.

9-Y: Too Large to Eat it All:
How Package Size Impacts Anticipated Food Waste, Intentions and Preferences
Olivia Petit, INSEEC Business School, France
Renaud Lunardo, KEDGE Business School, France
Bradley J. Rickard, Cornell University, USA

Through three experiments we demonstrate that larger packages prompt anticipated food waste which then reduces purchase intentions. In addition results reveal that when being primed with food waste consumers are less likely to prefer large packages even if such packages are associated with a promotion.