5-J: Partner Or Servant: How Anthropomorphized Brand Role Releases the Negative Effect of Social Exclusion

Yinghao Wu, Renmin University, China
Jing Jiang, Renmin University, China

The current research shows that socially excluded (vs. included) consumers are willing to pay more for anthropomorphized brands. More importantly, when brand plays a servant role, people with high (vs. low) self-esteem are likely to pay more, but such a discrepancy disappears when brand plays a partner role. The need for control recovery mediates the above relationship.

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16-K: The Impact of CSR Transgressions on Consumer Support for Non-profits: The Role of Negative Moral Emotions and Political Identity

Chunyan Xie, Western Norway University of Applied Sciences, Norway
Richard P. Bagozzi, University of Michigan, USA
Silvia Mari, University of Milano-Bicocca, Italy

We develop and test new psychological mechanisms underlying consumer support for nonprofits as a function of perception of CSR transgressions. Results showed that the moral emotion of contempt mediates the relationship between perceived corporate community transgressions and consumer support. Further political identity moderates the effects of transgressions on contempt.

11-L: Prosocial Consequences of Corporate Social Irresponsible Actions: The Role of Negative Moral Emotion, Moral Identity, and Empathy

Chunyan Xie, Western Norway University of Applied Sciences, Norway
Richard P. Bagozzi, University of Michigan, USA
Silvia Mari, University of Milano-Bicocca, Italy

We add to extant CSR research by addressing prosocial consequences of corporate social irresponsible actions and providing a psychological mechanism underlying such a novel effect. Results showed that contempt mediates the relationship between corporate community transgressions and consumer support for nonprofits. Further moral identity and empathy moderate the effects.

9-G: Diets with Cheat Days: The Effect of Implicit Self-Theories on Recovery from Goal-Inconsistent Behavior

Yi Xie, Arizona State University, USA
Naomi Mandel, Arizona State University, USA
Meryl Gardner, University of Delaware, USA

Dieters fall into two types: Abstainers who completely avoid temptations and moderators who occasionally break the rules. We show that lay beliefs about the renewability of self-control determine which approach people choose. Our results suggest that there is no “best” strategy: dieters are more successful when they follow their beliefs.

9-H: Does Larger Portion Sizes => Lower Calories? How Healthiness Beliefs Impact Calorie Estimation

Jieru Xie, Virginia Tech, USA
Fengyan Cai, Shanghai Jiao Tong University, China
Rajesh Bagchi, Virginia Tech, USA

We demonstrate a paradoxical relationship between portion size and caloric content where a larger- (vs. smaller-) sized healthy food item is judged as containing lower calories. This occurs because of a misguided notion that if a food-item is healthy then more of it is healthier.