19-F: Vegas It Up to Boost Your Performance!

Arash Talebi, ESSEC Business School, France
Sonja Prokopec, ESSEC Business School, France

Two pilots and one lab study show that using uncertain price promotions leads to desirable placebo effects. This research expands the scope of marketing placebo effects to desirable placebo effects in promotional settings. Moreover, we propose that the effect is mediated by enhanced feelings of empowerment due to heightened self-attribution.

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5-L: Psychological Drivers of Customer Compliance: Self-Identity Threats and Discrete Emotions
Kristina Stuhler, Old Dominion University, USA
Chuanyi Tang, Old Dominion University, USA
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This research develops and tests a theoretical framework on consumer compliance by incorporating self-identity theory and cognitive-emotion theory. We propose self-identity threats and discrete emotions influence customer compliance. A qualitative study will be conducted first to develop and refine the theoretical framework which will then be tested by experimental design.

Daniel Sun, University of Calgary, Canada
Mehdi Mourali, University of Calgary, Canada

We all have possessions but not all of our possessions are valued equally. The initial choice of ownership may trigger subsequent differential connections to a particular possession. This research investigates the effect of choice on product ownership in terms of both pricing and evaluation.

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4-A: Beauty is in the Eye of the Beholder: Young Girl’s Perception of Female Attractiveness in New Zealand, India, and Fiji
Tabitha Thomas, University of Otago, New Zealand
Kirsten Robertson, University of Otago, New Zealand
Maree Thyne, University of Otago, New Zealand

This research investigates 6-12-year-old girls’ perception of female attractiveness in three countries. The findings underscore the importance of understanding how the beauty ideals and stereotypes prevailing in society influence young girls’ notion of what constitutes beauty and the impact it can have on their well-being.

4-I: Good Looks, Possessions, and Stereotypes: The Relationship Between Physical Attractiveness and Materialism
Tabitha Thomas, University of Otago, New Zealand
Kirsten Robertson, University of Otago, New Zealand
Maree Thyne, University of Otago, New Zealand

Prior research has shown that internalizing materialism and appearance related ideals negatively impact adults’ well-being; however, little is known whether young children also internalize similar ideals. Thus, in the present research using Dittmar’s (2008) framework we examine the ages at which children start perceiving links between physical attractiveness and materialism.