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Our research teases apart two accounts underlying the effect of mortality salience on prosocial behavior in prior work: self-worth enhancement and cultural standards reinforcement. We develop a framework for understanding which account primarily drives helping behavior under what circumstances and provide direct empirical evidence that these two accounts are distinct.

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6-J: Vulnerable or Agentic?  
Medicalized Consumption and its Impact on Consumer Identity  
Richard Kedzior, Bucknell University, USA

Over the last few decades the notions of masculinity have undergone significant changes. Traditional masculinity which is associated with the pursuit of agentic goals physical strength domination and resourcefulness had to be renegotiated to accommodate new emerging male identities. This paper investigates the impact of medicalization on consumer notions of masculinity.

2-G: Brand Activism in the Age of Resistance: What Does it Mean?  
Joya A. Kemper, University of Canterbury, New Zealand  
Paul W. Ballantine, University of Canterbury, New Zealand

With protests becoming mainstream increased skepticism of key institutions and overall the re-emergence of populism brands have also decided to raise their voices in protest. What brand activism is and how it can be implemented is discussed.

12-H: Understanding the Motivation to Help Under Mortality Salience:  
Self-Worth Account Versus Cultural Standards Account  
Sara Kim, University of Hong Kong, Hong Kong  
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1-I: The Effect of Color Saturation on Satiation:  
High Saturation Increases Satiation of the Product  
Hakkyun Kim, Sungkyunkwan University, South Korea  
Eunmi Jeon, Sungkyunkwan University, South Korea  
Jungyun Kang, National Taiwan Normal University, Taiwan

This research investigated how color saturation influences consumer behavior. In other words consumers can expect to become quickly satiated when they use products with high saturation than when they use products with low saturation of a color. Thus we demonstrated a mediating role of expected satiation between product colors and purchase intentions.

16-E: Gift Cards vs. Cash: The Effects of Money Perception on Asymmetric Preferences for Gift Cards between Gift Givers and Receivers  
Min Jung Kim, Manhattan College, USA

The current research suggests that individuals will have different preferences for gift cards vs. cash that offer the same exchange value depending on their roles (i.e. givers vs. receivers) and money perceptions (i.e. whether they focus on the exchange value of money or the additional meaning of money).