1-I: the Effect of Color Saturation on Satiation: High Saturation Increases Satiation of the Product

Hakkyun Kim, Sungkyunkwan University, South Korea
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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.

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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  
Youngsoo Kim, LSR/UX Lab, LG Electronics, South Korea  
Soraya Lambotte, AbbVie, UK  
Minhi Hahn, Korean Advanced Institute of Science and Technology, South Korea

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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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).