



ASSOCIATION FOR CONSUMER RESEARCH

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6-E: the Effects of Different Parenting Cues on Consumer'S Regulatory Focus: a Parental Investment Perspective

Chun-Ming Yang, Ming Chuan University, Taiwan

With two studies, this research examined the idea that cues emphasizing different aspects of parental investment could lead to different regulatory focus. Specifically, cues about prevention (promotion) parental investment (e.g., providing foods) can activate prevention (promotion) focus. We also observed a regulatory fit effect in a marketing communication context.

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5-R: The Feeling of Being Moved

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We propose and demonstrate that being moved is a mixed emotion that connects with self-transcendence core value(s) of perceived personal importance. Thus marketing communications such as advertisements that elicit the feeling of being moved increase brand affiliation by highlighting the core value that consumers share with the focal brand.

6-G: Wearing V Neck, Getting More Trust: An Evolutionary Psychology Approach to Examine the Effect of Collar Style on Trust

Jialiang Xu, University of Manitoba, Canada
Fang Wan, University of Manitoba, Canada
Chenbo Zhong, University of Toronto, Canada

“What a strange power there is in clothing” ---- Isaac Bashevis Singer. Adopting evolutionary psychology perspectives we conducted two experiments and found that one’s sweater Collar styles (V neck vs turtleneck) can affect others’ trust of him and interaction with him.

11-R: Two Faces of Moral Identity Internalization: The Interactive Effect of Lighting, Moral Identity Internalization and Recipient’s Cost on Prosocial Behavior

Jun Yan, University of Manitoba, Canada
Fang Wan, University of Manitoba, Canada
Luke Zhu, University of Manitoba, Canada
Aaron Stone, University of Manitoba, Canada

This paper tests an interactive effect of lighting and moral identity on prosocial behavior. Individuals low in Moral Identity Internalization are more likely to help when the surrounding is bright and the recipient’s cost is low. In contrast individuals high in MII help regardless of lighting and the recipient’s cost.

5-V: When Sadness Comes Alive, Will It Be Less Painful? The Effects of Anthropomorphism on Sadness Regulation

Li Yang, Tsinghua University, China
Fangyuan Chen, Hong Kong Polytechnic University, Hong Kong
Rocky Peng Chen, Hong Kong Baptist University, Hong Kong

Can anthropomorphism contribute to the regulation of sadness? In three studies we demonstrated that anthropomorphic (vs. neutral) thinking decreased the intensity of sadness experience. We suggest that psychological detachment explains this effect. This result offers fresh insights to research on emotions and anthropomorphism and has implications for consumer well-being.

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