4-S: When You Expect It the Yeast: the Emergence of Craft Beer Culture in Finland
 Alexei Gloukhovtsev, Aalto University, Finland

This working paper contributes to literature examining the impact of globalization on consumer behavior. Initial findings from the Finnish craft beer context illustrate how global consumer culture takes root in local hegemonic consumptionscapes by tapping into consumer resistance movements and consumer identity work, with the aid of cultural intermediaries.

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9-V: Take a Bite out of Apple: How Does Static Food Advertising Signaling Dynamic Influence Food Consumption

Fei Gao, HEC Paris, France
Weiwei Zhang, University of Otago, New Zealand
Tina M. Lowrey, HEC Paris, France

The present study demonstrated that static food advertisements signaling dynamic can positively influence people’s judgments toward foods and found that it influences female’s and male’s portion size choices from different directions. Furthermore we also demonstrated the role of mental imagery plays in this effect.

20-L: Sell Out Without Losing Out: Overcoming the Harmful Impact of Incentivized Reviews

Maximilian Gerrath, Leeds University, UK
Bryan Usrey, University of East Anglia, UK

Despite the commonality of incentivized product reviews research widely neglected its impact on product review blogs. Three experimental examine the impact of review valence (negative vs. neutral vs. positive) disclosure (intrinsically vs. extrinsically motivated) and attachment on review credibility and blog loyalty.

10-M: Ownership Polarization: An Alternate Account of the Endowment Effect

Colleen Giblin, Carnegie Mellon University, USA
Carey Morewedge, Boston University, USA

We find that merely associating an experience with the self in turn polarizes evaluations: the good things in life seem even better but the bad things seem even worse. This finding is inconsistent with previous theory supporting a new perspective on the cognitive framing effects of ownership.

5-A: Affecting Consumers: A fMRI Study on Regulatory Focus Framed Information in the Field of Animal Welfare

Nadine Gier, Heinrich-Heine-Universität, Germany
Caspar Krampe, Heinrich-Heine-Universität, Germany
Peter Kenning, Heinrich-Heine-Universität, Germany

Applying regulatory focus theory to animal welfare information we show that promotion focus framed information elicits greater subjective liking indicated by increased neural activity in the vmPFC. Moreover framed information influence neural processing of subsequent information demonstrated by a greater activity in ACC an effect not seen on behavioral level.

9-BB: When Innovation Collides with Nature: Mere Consideration of Novel Food Products Can Decrease Evaluations of the Entire Product Category

Justina Gineikiene, ISM University of Management and Economics, Lithuania
Bob Fennis, University of Groningen, The Netherlands

We show that exposure to novel products entailing an inherent trade-off between healthiness and naturalness can lead to ambivalent evaluations. In turn such evaluations may spill over from single product exemplars and negatively affect evaluations and willingness to try the entire product category. This negative impact on ambivalence was not invariant but a function of (higher) levels of preference for predictability.

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