



ASSOCIATION FOR CONSUMER RESEARCH

Labovitz School of Business & Economics, University of Minnesota Duluth, 11 E. Superior Street, Suite 210, Duluth, MN 55802

2-K: Consumer Responses to Anthropomorphized Brand Alliances

Dongjin He, Hong Kong Polytechnic University, China

Fangyuan Chen, Hong Kong Polytechnic University, China

Yuwei Jiang, Hong Kong Polytechnic University, China

We explore the impact of brand anthropomorphism on consumers' perceptions and reactions toward brand alliance. In three studies, we demonstrate that when a human schema was activated (vs. not), consumers felt more negatively about the termination of a brand alliance, due to the relationship norm associated with humanlike alliance relationship.

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13-H: The Consumption of Digital Live Content: How Live Streaming Enhances Interest in Uninteresting Content

Daniel He, Columbia University, USA
Jonathan Hurwitz, Columbia University, USA
Ran Kivetz, Columbia University, USA

We investigate the psychological benefits of viewing digitally live streamed content particularly content normally considered uninteresting to watch. Using an online video platform we propose and find that compared to prerecorded content live streamed content increases consumers' intention to join in on uninteresting activities because live experiences make mundane activities feel more social.

5-D: Does Humor in Advertising Trigger Competence and Warmth Inferences about Advertisers?

Chi Hoang, BI Norwegian Business School, Norway
Luk Warlop, BI Norwegian Business School, Norway
Klemens Knoferle, BI Norwegian Business School, Norway

This study proposes that people make warmth and competence inferences about advertisers who express humor in advertising. Advertisers are perceived as competent but not warm when using incongruity to elicit laughter as both warm and competent when using arousal humor and as neither competent nor warm when using disparaging humor.

2-V: The Influence of Sex Appeal in Advertising: The Moderating Role of Brand Loyalty

Sujeong Hong, Sungkyunkwan University, South Korea

This research shows that consumers exhibiting high loyalty toward a brand react more negatively to sex appeals in brand advertising than those exhibiting low loyalty. We intended to examine an additional boundary condition under which the effect of sex appeal can be either enhanced or diminished.

13-L: When Dissimilar Others Positively Impact Online Purchase Intentions

Rahil Hosseini, Pompeu Fabra University, Spain
Ana Valenzuela, Baruch College, USA & ESADE Business School, Spain
Maria Galli, ESADE Business School, Spain

Research on the influence of others in product adoption has generally found a positive role of similar-other product advocates. We study the influence of dissimilar-other product advocates in online contexts and find that dissimilar advocates can encourage product adoption by catering to certain motivations particularly when perceived social presence increases.

12-I: Upward Social Comparison in Goal Pursuit: Exploring the Role of Regulatory Focus

Yu Hu, Salem State University, USA

An experiment showed that during a goal pursuit a person's regulatory focus affected how social information is used in goal monitoring judgment. Specifically in an upward social comparison assimilation effect is more prominent in people with promotion focus whereas contrast effect is more prominent in people with prevention-focus.