



ASSOCIATION FOR CONSUMER RESEARCH

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9-Cc: Will Consumers Accept Foods Made From Surplus Ingredients?

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To address the global food waste problem, researchers have proposed creating foods from ingredients that would otherwise be wasted. This research examines consumers' perceptions of - Value Added Surplus Products, which are foods made from surplus ingredients to conclude that consumers indeed accept these as a new category.

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14-O: The Neuroscience Viewpoint on the Interaction Effect between Persuasive Arguments and Celebrity on Attitude Change

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This study investigated the interaction effect between arguments and celebrity on attitude. The results of traditional and fMRI experiments showed that heuristic arguments with celebrity required more cognitive resources than strong and weak arguments. Also consumers generated stronger emotion reaction toward celebrities with heuristic arguments than strong and weak arguments.

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12-F: The Motivation to Exclude Others and its Impact on Brand Commitment

Samantha Bittner, Florida State University, USA
Tatiana Fajardo, Florida State University, USA

This research examines exclusion in the context of brand communities. The authors demonstrate that in communities of high (low) personal relevance consumers are more (less) motivated to exclude others. Furthermore in communities of high (low) personal relevance consumers report higher brand commitment after excluding (including) another from the brand community.

4-Q: The Use of Ethnically Ambiguous Models in Advertising to Preserve Consumer Well-being in an Organic Multicultural Market

Wim Booyse, University of Pretoria, South Africa
Samantha Swanepoel, University of Pretoria, South Africa

Our research compares a multicultural consumers' feeling of well-being when evaluating advertisements with differing variations of ethnic targeting. Consumers within a multicultural market (South Africa) have a greater feeling of consumer wellbeing when evaluating an advertisement containing ethnically ambiguous models compared to models of multiple ethnicities or individual ethnic models.

9-T: Savoring Stress: Can Feeling Stressed Reduce the Rate of Satiation?

Benjamin Borenstein, University of Miami, USA
Juliano Laran, University of Miami, USA
Luke Nowlan, University of Miami, USA

In this research we propose that stress reduces the rate of satiation to hedonic consumption experiences. In order to restore control stressed individuals engage more with the activities they are currently pursuing. As a result they take longer to satiate to music (study 1) and food (study 2).