7-K: Negotiated Outsourcing – Towards an Understanding of Market Tension in Enduring Consumption Experiences

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We contribute to a recent stream of research on consumer outsourcing by examining enduring (i.e. long-term, transformational) consumption experiences. We identify cultural and social sources of tension related to outsourcing in the schooling market, and map the emergence of a parallel market in which these issues are negotiated and resolved.

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9-L: Healthy or Happy? How Awe Enhances Consumers’ Preferences for Healthy Products
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Three studies demonstrate that experiencing awe (vs. neutral emotion) enhances consumers’ preferences for healthy products (vs. unhealthy products). The effect is driven by analytic processing and is stronger for consumers with chronic affective (vs. cognitive) information processing style.

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2-R: Oxytocin Increases Trust for Familiar and Familial Brands
Lilian Carvalho, Fundacao Getulio Vargas, Brazil
Gad Saad, Concordia University, Canada
Eliane Brito, Fundacao Getulio Vargas, Brazil

We designed two experiments to investigate the relationship between oxytocin and brand trust. The first study found that both known and unknown brands can reap the effects of oxytocin. In the second study we investigated if oxytocin had effects for both social vs. status stimuli and also found significant effects.

17-A: Consumer Perceptions of Social Robots
Noah Castelo, Columbia University, USA
Bernd Schmitt, Columbia University, USA

Robots are being used in a range of consumption settings. We explore how consumers’ perceptions of robots depend on the robots’ memory and emotionality. Using a social robot called Nadine we find that emotion and memory interact in shaping consumers’ perceptions of the robot.

5-Q: The Effect of Working with Ingroup versus Outgroup Members on Affective Forecasting Bias
Lorenzo Cecutti, The Chinese University of Hong Kong, China
Jessica Kwong, The Chinese University of Hong Kong, China

Normally individual’s emotionality is considered detrimental to shared goals. However the present findings show that in group settings affective forecast bias can be functional to goal pursuit. We found that when working with ingroup members participants’ affective forecast motivated goal persistence. Yet this pattern reduced when working with outgroup members.