



ASSOCIATION FOR CONSUMER RESEARCH

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

1-B: Cross-Cultural Differences in Aesthetic Judgments of Products: the Role of Cognitive Styles

Tseng-Ping Chiu, University of Michigan, USA

Carolyn Yoon, University of Michigan, USA

Shinobu Kitayama, University of Michigan, USA

This study investigates cross-cultural differences in consumers' aesthetic judgments of products in a matching versus non-matching context. Our findings suggest that those with holistic cognitive styles (East Asians) are more tolerant of object-context mismatch than those with more analytic styles (European Americans).

[to cite]:

Tseng-Ping Chiu, Carolyn Yoon, and Shinobu Kitayama (2017) ,"1-B: Cross-Cultural Differences in Aesthetic Judgments of Products: the Role of Cognitive Styles", in NA - Advances in Consumer Research Volume 45, eds. Ayelet Gneezy, Vladas Griskevicius, and Patti Williams, Duluth, MN : Association for Consumer Research, Pages: 1020-1020.

[url]:

<http://www.acrwebsite.org/volumes/1024006/volumes/v45/NA-45>

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7-M: When a Minor Problem Causes a Major Trouble for Experiential Purchases

Qihui Chen, Peking University, China
Jingjing Ma, Peking University, China

Although past research has consistently shown that experiential purchases produce higher satisfaction than material purchases this research shows that experiential purchases could lead to lower satisfaction when these purchases are mixed-valence purchases. This is because consumers evaluate experiential purchases based on feelings; a minor problem could cause a major dissatisfaction.

5-P: The Effect of Nostalgia Advertising on Brand Loyalty

Jia Chen, University of Illinois at Chicago, USA
Jingjing Ma, Peking University, China

Prior research showed that nostalgic ads of certain brands improve consumers' attitude towards these brands. Here we propose that if a brand has made inconsistent changes of its positioning in the past nostalgic ads can also result in decreased consumer loyalty. We speculate that self-brand connection might be a mechanism.

8-F: Or Else! The Positive Effect of an Advisor's Ultimatum on Perceived Expertise

Shirley Shuo Chen, University of Alberta, Canada
Kyle B Murray, University of Alberta, Canada

This research examines how advice given with an ultimatum affects perceived expertise in the context of financial decision-making. In a series of three studies we find that perceptions of expertise increase when an advisor threatens to provide no future advice if the current recommendation is not accepted.

10-E: An Institutional Perspective of Country-of-Origin and Its Effects on Consumer Purchase Preference

Shijiao Chen, University of Otago, New Zealand
Damien Mather, University of Otago, New Zealand
Hongzhi Gao, Victoria University of Wellington, New Zealand
John Knight, University of Otago, New Zealand

This paper conceptualizes country-of-origin (COO) cues as indicators of country institutions and tests the effect of COO cues on consumers' perceptions and purchase preference in the Chinese food market. This paper includes a survey experiment and a choice modelling experiment and offer implications for international marketing researchers and practitioners.

20-T: When Too Many Friends Inhibit Talking: The Impact of Social Roles on Social Sharing Online

Yu-Jen Chen, Lingnan, Hong Kong

We study how social roles affects online sharing behavior. We propose that as the number of friends increases consumers may perceive role conflict due to the perceived difficulty in managing diverse role expectation. As distinct social roles are made salient they may inhibit online sharing behavior.

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