We show that low (vs. high) comparability of payoffs of vice and virtue components leads to a more abstract (vs. concrete) processing, and a credentials-based (vs. credentials-based) justification process. Subsequently, increasing the vice component of the vice-virtue bundle increases (vs. decreases) bundle attractiveness under low (vs. high) payoff comparability.

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10-N: Quantification and Experience in Effortful Task: Moderating Role of Causality Orientation, Gender.

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Halgeir Halvari, University College of Southeast Norway, Norway
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This study aims to conduct experiments to investigate the effect of quantification on people’s experience (e.g. vitality enjoyment) in effortful task. Another focus of this paper is to explore the moderating role of individual differences (e.g. causality orientation gender) on the relationship between quantification and effortful task experience.


Sunghee Jun, Seoul National University, South Korea
Kiwan Park, Seoul National University, South Korea

These days most companies are engaging in direct communication with their customers via instant messengers. However little research investigates the differences between instant messages and text messages and how marketers use them effectively. Our objective is to explore varying perceptions toward instant messages and text messages and suggest optimal strategies.

2-J: Consumer Brand Sabotage: When and Why Does it Cause Damage among Other Consumers?

Andrea Kähr, University of Bern, Switzerland
Bettina Nyffenegger, University of Bern, Switzerland
Harley Krohmer, University of Bern, Switzerland
Wayne D. Hoyer, University of Texas at Austin, USA

This article shows that consumer brand sabotage (CBS) can damage the brand by decreasing consumers’ brand attitude and purchase intention and by increasing negative word-of-mouth. Indirect effects of CBS on consumers’ attitude and behavior through their cognitions were significant for consumers with high (vs. low) brand relationship quality only.

15-F: The Self-regulatory Power of Environmental Lighting

Seo Yoon Kang, Hongik University, Korea
Nara Youn, Hongik University, Korea
Heakyung Cecilia Yoon, Hongik University, Korea

The current research investigates the impacts of color temperature and its interaction with brightness on consumers’ self-control. The interaction of brightness and color temperature creates fluent (vs. disfluent) lighting condition that leads to less (vs. more) cognitively depleted mental state and consequentially enhances self-control.

11-N: The Impact of Vice Magnitude on Evaluations of Vice-Virtue Bundles

Mustafa Karatas, Koc University, Turkey
Zeynep Gürhan-Canli, Koc University, Turkey

We show that low (vs. high) comparability of payoffs of vice and virtue components leads to a more abstract (vs. concrete) processing and a credentials-based (vs. credentials-based) justification process. Subsequently increasing the vice component of the vice-virtue bundle increases (vs. decreases) bundle attractiveness under low (vs. high) payoff comparability.