



# ASSOCIATION FOR CONSUMER RESEARCH

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## **5-C: Do Consumers Get What They Want? How Desires Influence Consumer Happiness**

Leonardo Nicolao, UFRGS, Brazil

Vinicius Brei, UFRGS, Brazil

This research shows that the intensity of consumption desires predicts expected happiness for both material and experiential purchases. However, this pattern does not hold for experienced happiness with past purchases. Past happiness increases with the intensity of desires for material purchases, but not for experiences.

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## **5-C: Do Consumers Get What They Want? How Desires Influence Consumer Happiness**

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## **8-D: How Price Path Characteristics Shape Investment Behavior**

Sven Nolte, University of Muenster, Germany  
Judith Schneider, University of Muenster, Germany

Consumers making financial decisions are confronted with price charts. In a laboratory experiment we strip charts of their information content by providing participants with full information via a different channel. Participants are influenced even by informationally irrelevant paths. We identify four important visual characteristics of charts that bias consumer decisions.

## **10-H: Creativity in Real Life: How a Creative Mindset Affects Intertemporal Preferences**

Luke Nowlan, University of Miami, USA  
Carter Morgan, University of Miami, USA

This paper explores how thinking creatively affects consumers' intertemporal preferences. We suggest that a creative mindset diminishes the vividness with which consumers perceive products and thus increases consumers' patience for the product. We support this framework across two studies.

## **4-E: Domains of Consumer Tranquility and the "Tranquility Gap"**

Hyewon Oh, University of Illinois at Urbana-Champaign, USA  
Cele Otnes, University of Illinois at Urbana-Champaign, USA  
Ravi Mehta, University of Illinois at Urbana-Champaign, USA

How do consumers leverage the marketplace to experience tranquility? We find three domains of tranquility: "everyday home" "everyday marketplace" and "extraordinary marketplace" which are shaped by the interaction between consumers' level of control in the domain and their need to comply with gatekeepers. Specific sources of "tranquility gap" are discussed.

## **9-M: Improving the Efficacy of Posted Calorie Information Through the Strategic Use of Provincial Norms**

Ashley Otto, Baylor University, USA  
Brennan Davis, California Polytechnic State University, USA  
Kirk Wakefield, Baylor University, USA  
Joshua Clarkson, University of Cincinnati, USA

This research addresses a critical issue in regard to how to improve the failed efficacy of the mandate requiring the posting of calorie information on restaurant menus. In response we propose a means by which to improve the efficacy of this mandate through the strategic use of provincial norms.

## **20-O: The Presence of Familiar Words Drive Social Media Likes, Comments, and Shares**

Ethan Pancer, Saint Mary's University, Canada  
Vincent Chandler, Saint Mary's University, Canada  
Maxwell Poole, Saint Mary's University, Canada

Consistent with a processing fluency account we find that online posts with a higher ratio of familiar words are associated with higher social media engagement. We analyzed Facebook posts and tweets from Humans of New York over a 3-year period to see how word familiarity shape these interactions.