This research examines the role of mixed emotions in the enjoyment of entertainment experiences. The present study shows that a mix of co-occurring opposite-valence emotions predicts overall enjoyment for films across three genres (bittersweet, low-brow comedy, and suspense), mediated by genre-specific gratifications.

[to cite]:

[url]:
http://www.acrwebsite.org/volumes/1024156/volumes/v45/NA-45

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**14-D: Consumer Reactance to Persuasive Messages: How Personal Preferences Influence Attitude and Attitude Change**

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Joerg Koeningstorfer, Technical University of Munich, Germany  
Angela Y. Lee, Northwestern University, USA

Consumer preferences that is in our study consumers’ affiliation with the sender of a message drive not only immediate reactance to persuasion when there is a mismatch between the sender and own preferences but also a delayed increase in attitude. Negative (partly positive) emotions mediate the process.

**19-M: The Impact of the Maximizing Mindset on Variety Seeking Behaviors**

Jingjing Ma, Peking University, China

When consumers are making choices among a diverse portfolio of options for future consumption they tend to choose too many varieties that are inconsistent with their preferences at the time of consumption. This research shows that activating a maximizing mindset can reduce this variety seeking tendency especially for familiar products.

**10-S: The Effect of Maximizing on Consumer Response to Features and Price**

Zhenfeng Ma, Wilfrid Laurier University, Canada  
Jingjing Ma, Peking University, China

This research shows that the activation of a maximizing mindset elevates consumers’ tendency to choose feature-rich products even when these features are nonessential and these products more expensive. We argue that the reason maximizers are more feature focused is because maximizing makes consumers more promotion focused and less prevention focused.

**7-E: Emotional Cocktails: Mixed Emotions, Gratifications, and the Enjoyment of Various Types of Movie Genre**

Robert Madrigal, California State University at Chico, USA  
Colleen Bee, Oregon State University, USA  
Brandon Reich, University of Oregon, USA  
Troy Campbell, University of Oregon, USA  
Nathan Warren, University of Oregon, USA

This research examines the role of mixed emotions in the enjoyment of entertainment experiences. The present study shows that a mix of co-occurring opposite-valence emotions predicts overall enjoyment for films across three genres (bittersweet low-brow comedy and suspense) mediated by genre-specific gratifications.


Olga Martin, University of Washington, USA  
Shailendra P. Jain, University of Washington, USA

Most explanations of addictive behaviors posit emotion regulation as the primary motivation for such behaviors. We develop a framework to understand why emotion regulation may lead to addictive consumption when this influence occurs and how it operates. We find perceived powerlessness mediates the relationship between emotion regulation and addictive consumption.