



ASSOCIATION FOR CONSUMER RESEARCH

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11-W: the Impact of Perceived Temperature on Responses to Psa Ads

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This working paper finds that the affiliative sensations triggered through priming of warm/cold touch can increase the effectiveness of public service announcement (PSA) by increasing empathy, threat perceptions and donations to the cause. However, this is likely to be true only for high need for touch participants.

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9-D: Bring Back My Childhood! Nostalgia as Mediator of Retro-Food and Consumer Based Brand Equity

Caty Velez, Tecnológico de Monterrey, Mexico
Miriam C. Flores, Tecnológico de Monterrey, Mexico

This research will expand the field/area of retro-branding by recognizing the effect of nostalgia as well as authenticity in the relationship between a retro-food product and Consumer Based Brand Equity (CBBE). A mixed methodology that includes a netnography and two quantitative studies will be used.

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19-I: How Brand Preference Similarity Influences Married Couples' Brand Variety Seeking Over Time

Anna Vredevelde, Berry College, USA
Selcan Kara, University of Massachusetts - Dartmouth, USA

This research examines how married consumers' brand preference similarity influences brand variety seeking behavior. Findings contribute to extant work on shared brand consumption and variety seeking by illustrating how romantic relationship partners engage in purposeful brand variety seeking as a part of their relationships.

12-D: The Impact of Brand Exposure on Perceived Goal Progress and Goal Satiation

Darlene Walsh, Concordia University, Canada
Francis Jarry, Concordia University, Canada

Though prior research finds that exposure to a brand can activate brand-related goals we show that brand exposure can satiate brand-related goals. Further we show that goal satiation occurs because consumers who are susceptible to goal satiation also experience perceived progress towards achieving the brand-related goal.

9-I: Eating with Friends: Preference for Handmade Foods

Xin Wang, Nanjing University, China
Chunqu Xiao, Nanjing University, China
Hong Zhu, Nanjing University, China

What people choose to eat varies as a function of relationships with co-eater(s). When eating with friends consumers prefer handmade foods relative to manufactured foods. They prefer manufactured foods when with new acquaintance. When they try to strengthen social relations they choose handmade foods.

17-C: Fluid Compensation: The Role of the Interdependent Self

Qin Wang, Arizona State University, USA
Monika Lisjak, Arizona State University, USA
Naomi Mandel, Arizona State University, USA

When consumers experience a threat to the self they may cope by engaging in fluid compensation—affirming the self in important domains that are unrelated to the threat. Three experiments show that people with an interdependent (vs. independent) self are more likely to engage in fluid compensation to offset self-threat.