18-B: Jumping on the Bandwagon Or Seeking Novelty: an Experimental Study on the Effectiveness of Heuristics to Promote Pro-Environmental Behavior.

Liselot Hudders, University of Ghent, Belgium
Veroline Cauberghe, University of Ghent, Belgium
Carla Mingolla, University of Ghent, Belgium

This study examines the impact of two distinct forms of heuristics (bandwagon and novelty) when promoting sustainable behavior. Results show that the effect of a bandwagon heuristic is mediated by normative influence, while novelty heuristic is mediated by perceived uniqueness. In addition, the self-concept regulates the susceptibility for the heuristic.

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19-K: Sleepiness, Need for Stimulation, and Variety-Seeking by Consumers
Zhongqiang (Tak) Huang, University of Hong Kong, Hong Kong
Yitian (Sky) Liang, University of British Columbia, Canada
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Previous research has revealed the negative impact of sleep deprivation on health but no research to date has investigated its effects on consumer behavior. This investigation fills this void by showing that sleepier consumers tend to seek more variety which is driven by a desire for sensation to maintain wakefulness.

16-P: Renting Alone? Relationship Status and Differential Appeal of Acquisition Modes
Li Huang, Hofstra University, USA
Anastasiya Pocheptsova Ghosh, University of Arizona, USA

We investigate the impact of relationship status on preference for acquisition mode: renting or buying. We find that single consumers are more likely to rent products than married counterparts however buying preferences are not affected by the relationship status. This tendency is attenuated by increasing prevention focus of single consumers.

16-N: Exploring Fling Relationships with Rented Products
Li Huang, Hofstra University, USA
Natalie Truong, Nanyang Technological University, Singapore
Jennifer Argo, University of Alberta, Canada

How do consumers form relationships with rented products? Across three studies we found that renting a product is conceptually similar to a fling resulting in higher excitement compared to consuming an owned product. We validate the mediating role of fling perception on not only excitement but also various downstream behaviors.

20-E: How Broadcasting vs. Narrowcasting on Social Media Affects Consumer Memories
Li Huang, Hofstra University, USA
Frank Zheng, University of Texas at Austin, USA
Adrian Ward, University of Texas at Austin, USA

How do audiences impact the memories shared on social media? We find that sharing with a small group attenuates sharer’s memories as compared to a large group. This advantage is due to outsourcing memories to identifiable audiences and is diminished by enhancing the perceived heterogeneity of large group.

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9-W: Taste Perception and Creativity
Young Eun Huh, HKUST, Hong Kong
Yoonah Hong, Hongik University, South Korea
Nara Youn, Hongik University, South Korea

Taste perception plays a key role in consumers’ food decisions. The current research examines consumers’ taste preference for a snack/drink to enhance their creativity and how different tastes influence performance on a creativity task.