2-F: Are the Eyes the Mirror to the Soul?: the Influence of Eye Gaze Direction on Narrative Transportation and Self-Brand Connection

Ngoc (Rita) To, University of Houston, USA
Vanessa Patrick, University of Houston, USA

We aim to demonstrate the influence of ad model’s gaze direction (direct versus averted) on consumer self-brand connection. With two studies, we demonstrate that averted (versus direct) gaze enhances narrative transportation, which drives self-brand connection. We also examine the moderating role of rational (vs. emotional) appeals on this relationship.

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9-N: Medicalization in Finnish Functional Foods: The Normalization of Medical Disorders
Jack Tillotson, Aalto University, Finland

I examine the normalization of medical disorders as consumers organize around discourses surrounding the functional food market. Medicalization – the definition and treatment of social problems as medical issues - is a widespread phenomenon but understudied in consumer research. This paper looks at functional foods as a form of medicalization.

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We aim to demonstrate the influence of ad model’s gaze direction (direct versus averted) on consumer self-brand connection. With two studies we demonstrate that averted (versus direct) gaze enhances narrative transportation which drives self-brand connection. We also examine the moderating role of rational (vs. emotional) appeals on this relationship.

7-A: Assembling the Ritual: Consumer Experiences in a Diverse Network
Omer Torlak, Turkish Competition Authority, Turkey
Mujdat Ozmen, Eskisehir Osmangazi University, Turkey
Muhammet Ali Tiltay, Eskisehir Osmangazi University, Turkey
Mahmut Sami Islek, Anadolu University, Turkey
Ufuk Ay, KTO Karatay University, Turkey

We investigate the formation of consumer’s consumption ritual parts and discourses associated with Feast of Sacrifice. This study contributes to the literature on religious rituals and practices because of viewing ritual as an assemblage including material and expressive features as well as human and non-human actors.

15-A: Does it Sound Crowded to You?
A Proposed Multisensorial Approach to Crowding Research
Fernanda Trindade Deyl, Pontificia Universidade Católica do Rio Grande do Sul, Brazil
Lélis Balestrin Espartel, Pontificia Universidade Católica do Rio Grande do Sul, Brazil

Research regarding crowding is broad in academia; however few studies focus on its auditory perspective. The present study proposes a broader approach to crowding research by putting emphasis on the auditory variables present in retail environments which may contribute to the perception of density and consequent perception of crowding.

14-K: The Effect of Service Providers’ Attractiveness on Consumers’ Preferences for Status Quo
Natalie Truong, Nanyang Technological University, China
Jennifer Argo, University of Alberta, Canada
George Christopoulos, Nanyang Technological University, China

How does beauty influence the consumer’s decision process and choices? In two studies we found that with exposure to attractive (vs. unattractive) female salespersons female participants were more likely to prefer the traditional over the innovative products (study 1) and demonstrated higher preference for status quo (study 2).