



# ASSOCIATION FOR CONSUMER RESEARCH

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Labovitz School of Business & Economics, University of Minnesota Duluth, 11 E. Superior Street, Suite 210, Duluth, MN 55802

## **2-D: a Brand Community'S Response to the Brand'S Transgression: the Role of Collective Psychological Ownership**

Christina Kuchmaner, Kent State University, USA

Jennifer Wiggins, Kent State University, USA

Pamela Grimm, Kent State University, USA

We show that brand community members who perceive collective psychological ownership of the brand, particularly those with high status within the community, are less likely to engage in destructive actions in response to a brand transgression. Rather, these consumers view themselves as partially responsible for helping the brand recover.

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## **20-F: How People Compose and Detect Insincere Product Reviews: Combining Experimental and Automated-Text-Analysis Approaches**

Ann Kronrod, University of Massachusetts - Lowell, USA  
Jeff Lee, New York University, Shanghai, China  
Ivan Gordelij, École Normale Supérieure, France

We explore how consumers compose and read true/fake reviews. We confirm predictions regarding the linguistic aspects of insincere reviews using automatic text analysis. We also find that awareness of these aspects does not improve fake review composition or detection suggesting these aspects are outcomes of deep psychological processes of lying.

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We show that brand community members who perceive collective psychological ownership of the brand particularly those with high status within the community are less likely to engage in destructive actions in response to a brand transgression. Rather these consumers view themselves as partially responsible for helping the brand recover.

## **17-F: A Little Knowledge is a Dangerous Thing: When Co-Production Leads Consumers to Abandon a Firm for a Do-It-Yourself Alternative**

Christina Kuchmaner, Kent State University, USA  
Jennifer Wiggins, Kent State University, USA  
Colin Campbell, Kent State University, USA

Co-production research has primarily focused on the benefits of co-production to firms. We suggest that consumers who attribute a successful co-production experience to themselves are more likely to leave the firm for a do-it-yourself alternative. Firms can mitigate this effect by manipulating the type of employee feedback given to consumers.

## **2-P: How Mortality Salience Impacts Consumers' Preference for Brands**

Polina Landgraf, IE University, Spain  
Antonios Stamatogiannakis, IE University, Spain  
Haiyang Yang, Johns Hopkins University, USA

We demonstrate in field and lab studies that mortality salience can dampen consumers' preference for brands with exciting personalities but not for those with other brand personalities (e.g. sincerity). We explore potential mechanisms underlying this phenomenon. Our findings add to terror management and brand personality theories and offer managerial insights.

## **2-O: Environmental Threats and the Brand Incumbency Advantage**

Even Lanseng, Norwegian School of Management, Norway

The idea that the incumbency advantage is limited to certain environmental threats is examined. Two studies demonstrate the incumbency advantage in the presence of pathogen threat cues and two studies show a diminished incumbency advantage in the presence of social exclusion and mating cues.