9-F: Destigmatizing the Overweight Consumers: a Communal Perspective

Nada Sayarh, University of Geneva, Switzerland

While stigma is socially detrimental, consumer researchers have little to say about how it relates to consumption. Also, this concept has been mainly investigated from an individual perspective. In this paper, we indicate how consumption communities have the potential to transform the stigmatized, reduce their stigma and improve their well-being.

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7-I: Is a Smartwatch a Fashion Item or an IT Device?:
Moderating Effect of Category Frame in Smartwatch Adoption

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A smartwatch is an innovative product that has both IT and fashion product attributes. Based on previous studies that suggest consumers develop knowledge schema for new products using prior knowledge of existing product categories we investigated the moderating effect of the category frame on consumers’ intention to adopt smartwatches.

10-U: To Search or Not to Search? Exploring Consumer’s Sensitivity to Task Importance

Yefim Roth, Israel Institute of Technology, Israel
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Previous search literature suggests that consumers “do not search much”. We show that in certain settings consumers search extensively. Furthermore they often do not allocate their search effort effectively searching equal amount of time or even longer in situations with minor or even negligible benefit for their effort.

9-DD: “Works With/For You!” How Framing Health-Related Products as Partners Versus Servants Impacts the Consumption of Indulgences

Caroline Roux, Concordia University, Canada
Kelly Goldsmith, Vanderbilt University, USA
Kamila Sobol, Concordia University, Canada
Laura Goodyear, Concordia University, Canada

We investigate the impact of engaging with a health-related product that is framed as either a partner (co-producer of the benefit) or servant (provider of the benefit) on goal-conflicting behavior. Specifically we find that framing a health-related product as a servant (vs. partner) increases enjoyment from and desire for indulgences.

2-M: Distancing from the Envied Person:
How Envy, Personal Distance and Framing Brand Availability Affects Brand Evaluations

Rajat Roy, Bond University, Australia
Subimal Chatterjee, State University of New York at Binghamton, USA

Feeling malicious (relative to benign) envy engenders more distancing from the envied person making a brand that is not preferred by the envied person more attractive than the brand that is and this effect is exaggerated if the brands are in limited supply rather than in excess demand.

9-F: Destigmatizing the Overweight Consumers: A Communal Perspective

Nada Sayarh, University of Geneva, Switzerland

While stigma is socially detrimental consumer researchers have little to say about how it relates to consumption. Also this concept has been mainly investigated from an individual perspective. In this paper we indicate how consumption communities have the potential to transform the stigmatized reduce their stigma and improve their well-being.