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The paper examines how consumers make price-quality judgment when they feel financially constrained. The results showed that there is an interactive effect of financial constraint and value consciousness on consumer’s price-quality judgment. When feeling financially constrained, consumers with high value consciousness (vs. low consciousness) tend to make higher price-quality judgment.

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9-II: The Resilient Consumer
Akon Ekpo, Rutgers University, USA
Samantha Cross, Iowa State University, USA

This paper uses a novel mixed-method approach to investigate how behaviors and attitudes towards disability differs among disabled consumers. The authors argue that acknowledgment of one’s own marketplace vulnerabilities and societal constraints may result in greater control and awareness of the need to build and invoke resilience in the marketplace.

20-G: Is it Safe to Spread the Word? Exploring the Impact of Psychological Safety in Virtual Communities on Consumer Choice
André Escórcio Soares, Coventry University, UK
Anvita Kumar, Coventry University, UK

This study introduces the concept of psychological safety as a facet of social contagion in online networks. Specifically it explores the impact of psychological safety on member participation level and subsequent influence on consumer choice. Academic and managerial implications of this study are discussed herein.

8-C: Higher Price Higher Quality?
How Feeling Financially Constrained Affects Consumers’ Price-Quality Judgment
Yafeng Fan, Renmin University of China, China
Jing Jiang, Renmin University of China, China

The paper examines how consumers make price-quality judgment when they feel financially constrained. The results showed that there is an interactive effect of financial constraint and value consciousness on consumer’s price-quality judgment. When feeling financially constrained consumers with high value consciousness (vs. low consciousness) tend to make higher price-quality judgment.

4-C: Culture Matters: How Power Distance Belief Influences the Effectiveness of Scarcity Appeal in Advertising
Yafeng Fan, Renmin University of China, China
Jing Jiang, Renmin University of China, China

The article proposes that power distance can moderate the effect of scarcity appeal on product evaluation and the perceived threat from other consumers mediated this moderating effect. In addition we try to examine the moderating role played by product type (publicly vs. privately consumed products).

12-J: When Failure Isn’t the End:
How Temporal Framing of Goal Failures Can Affect Goal Reengagement
Matthew Farmer, University of Arizona, USA
Jennifer Savary, University of Arizona, USA

The way in which consumers fail goals can impact goal reengagement. We demonstrate that holding magnitude constant integration of failures into fewer (versus separation into several) incidents leads to better attitude toward and likelihood of goal reengagement. This effect reverses when failure separation scenarios are evaluated alongside failure integration scenarios.