Evolutionary psychology posits the motivations for consumption are made to satisfy genetic and reproductive goals. However, the relationship between evolutionary drivers and gender roles has yet to be examined. We look at the interaction between male physical dominance and traditional gender roles on women’s consumption of self-enhancing versus homemaking products.

[to cite]:

[url]:
http://www.acrwebsite.org/volumes/1024686/volumes/v45/NA-45

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18-A: Green by Itself, But Brown in Comparison: The Influence of Sustainability Disclosures at the Shelf
Yoon-Na Cho, Villanova University, USA
Robin Soster, University of Arkansas, USA
Scot Burton, University of Arkansas, USA

Consumers receive little or no consistent brand level sustainability information. Drawing from comparative processing and information disclosure literatures we conduct (1) a retail laboratory experiment and (2) a field study in a retail store to examine effects of provision of brand-level sustainability information on choices product evaluations and retailer perceptions.

18-E: Not Green or Healthy as You Think? Misperceptions From Sustainability Labeling
Yoon-Na Cho, Villanova University, USA

The trend of environmental consciousness in food is expected to increase as consumers demand more information on environmental and social impacts. Drawing from consumers’ lay theories and the match-up hypothesis we examine the influence of healthfulness of food and sustainability levels on product evaluations to promote green food decisions.

8-I: How Temporal Separation in Budgeting Affects Spending Behavior
Yuna Choe, Texas A&M University, USA
Christina Kan, Texas A&M University, USA

We propose that as the temporal separation between budgeting and purchase increases people become more willing to overspend. Budgeting money may produce similar pain of payment to spending money and as people adapt to the cost with the the passage of time the pain associated with the decision lessens thereby increasing spending.

5-N: Take it Humorously: Effects of Humorous Rebuttals to Negative Attacks
Hsuan-Yi Chou, National Sun Yat-sen University, Taiwan
Xing-Yu Chu, National Sun Yat-sen University, Taiwan
Ching Chin, National Sun Yat-sen University, Taiwan

Response to election attacks might have a greater impact on the effects of the attack and on voters’ evaluations of both candidates. However this issue is under-researched. This study analyzes the relative effects of different rebuttal strategies and demonstrates the moderation of the responding candidate gender and negative attack type.

6-C: Mr. Right vs. Mr. Right Now: The Impact of Male Physical Dominance on Women’s Consumption Patterns
Brett Christenson, University of Alabama, USA
Christine Ringler, University of Alabama, USA
Nancy Sirianni, University of Alabama, USA

Evolutionary psychology posits the motivations for consumption are made to satisfy genetic and reproductive goals. However the relationship between evolutionary drivers and gender roles has yet to be examined. We look at the interaction between male physical dominance and traditional gender roles on women’s consumption of self-enhancing versus homemaking products.

12-B: Interpersonal Face: A Major Motivation for Luxury Consumption in Asia
Jung-Han Chung, Sogang University, South Korea
Young-Won Ha, Sogang University, South Korea

We investigate whether face affects consumers’ desires for luxury consumption. Across three experiments we show that interpersonal face as well as authentic pride is a critical factor in Asia and that Asian consumers are willing to pay a face premium. Marketers need to formulate a strategic plan to elicit face motivation for Asian consumers.