2-T: the Effect of Brand Heritage and Brand Authenticity on Consumer-Brand Relationships

Francielle Frizzo, Federal University of Parana, Brazil
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Drawing on consumer-brand relationships theory, this paper examines the brand heritage and the brand authenticity as determinants of the consumer self-reinforcing assets. The findings show that the effect of these brand stimuli on brand-self distance occurs through experiential and hedonic benefits delivered from the brand.

[to cite]:

[url]:
http://www.acrwebsite.org/volumes/1024763/volumes/v45/NA-45

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**6-H: Marketplace Resources and Gender: A Standpoint Analysis of Status Bias, Cultural Stereotypes and the Production of Positional Inequalities**

Shelagh Ferguson, University of Otago, New Zealand  
Jan Brace-Govan, Monash University, Australia  
Diane Martin, Aalto University, Finland

This study investigates the ways market resources support or hamper women negotiating a hyper-masculine context and the dynamic interactions between homosociality status gender-bias in the perpetuation of cultural stereotypes and positional inequalities. Standpoint analysis shows that highly accomplished female mountain climbers experience status gender-bias in their consumption community.

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**4-J: I Am What I Bought: A Cross-Cultural Study on Consumers’ Evaluations toward Different Types of Purchases and Advertisings**

Pei-Wen Fu, National Sun Yat-sen University, Taiwan  
Ruoyun Lin, Leibniz-Institut für Wissensmedien, Germany  
Sonja Utz, Leibniz-Institut für Wissensmedien, Germany  
Chi-Cheng Wu, National Sun Yat-sen University, Taiwan

This study investigates how material values influence Western and Eastern consumers’ perceptions toward material and experiential purchases and whether the differences would further be reflected on their advertising attitudes. The results show that both Eastern and Western consumers have a more positive attitude toward experiential-values appeal advertisements.

**8-H: Second Guess Yourself, But Do It Right: When Does Making A Second Estimate Improve Quantitative Judgments?**

Celia Gaertig, University of Pennsylvania, USA  
Joseph Simmons, University of Pennsylvania, USA

When does averaging multiple estimates from the same person improve quantitative judgment? We find that averaging participants’ first and second estimate is less helpful when they are first asked to consider whether their first answer was too high or too low.

**19-L: The Effect of Long-Term Versus Short-Term Orientation on Variety Seeking**

Huachao Gao, University of Victoria, Canada  
Yinlong Zhang, University of Texas at San Antonio, USA

This research focuses on the understudied cultural dimension of long- versus short-term orientation. Specifically we find that long-term oriented consumers have a higher preference for dynamics and changes which in turn makes them to engage in more variety-seeking behaviors than their short-term oriented counterparts.