19-C: Keeping the Streak Alive!

Danny Weathers, Clemson University, USA
T. Andrew Poehlman, Clemson University, USA

Consider a man who has eaten a Big Mac daily since 1972, or a runner who’s run a mile 2034 straight days. What motivates people to engage in ‘streaks’? Our research suggests streaks serve to motivate people in identity relevant domains, and temporal specificity is a cue for continuance.

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4-F: Essentialism Increases Status Consumption of High-Class (not Low-Class) Consumers

Xue Wang, Chinese University of Hong Kong, China
Ying-Yi Hong, Chinese University of Hong Kong, China
Robert S. Wyer, Chinese University of Hong Kong, China

We proposed that essentialist beliefs of social class (i.e. social class is immutable and biological-based) would increase status consumption of high- but not low-class people. With both measuring and manipulating essentialism four studies consistently supported the hypothesis. We further found that entitlement could explain the relationship.

19-J: Show Me More! Powerlessness Drives Variety Seeking

Wangshuai Wang, Shanghai Jiao Tong University, China

This research investigates the impact of power on variety seeking behavior. Results from four studies provide convergent support that feeling powerless relative to feeling powerful nudges individuals toward variety seeking. Additionally we reveal that perceived autonomy mediates this relationship.

5-G: How Notifications of Product Changes Influence Consumer Ambivalence

Yiru Wang, Kent State University, USA
Jennifer Wiggins, Kent State University, USA
César Zamudio, Kent State University, USA

Notifications of product changes could increase consumer ambivalence towards the product. We find that this will be mitigated when the notification is framed to be consistent with the timing of the notification. Specifically when the change is in the distal (proximal) future the notification should be framed abstractly (concretely).

10-V: Truncated Text, Truncated Thought

Adrian Ward, University of Texas at Austin, USA
Noah Castelo, Columbia University, USA
Kurt Gray, University of North Carolina, USA

We show that frequency of text messaging is negatively associated with the ability to understand logic and meaning in context. Frequently engaging in the kind of truncated thought characteristic of text messaging appears to cause a similarly truncated style of thinking.

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T. Andrew Poehlman, Clemson University, USA

Consider a man who has eaten a Big Mac daily since 1972 or a runner who’s run a mile 2034 straight days. What motivates people to engage in ‘streaks’? Our research suggests streaks serve to motivate people in identity relevant domains and temporal specificity is a cue for continuance.

9-B: A Nuanced Nutritional System Facilitates the Recognition of Healthy Options, Increases Sales and Choice of Healthy Foods: A Comparison Between 3-Colors and 5-Colors Traffic-Lights Systems

Carolina O.C. Werle, Grenoble Ecole de Management, France
Kévin Roche, Grenoble Ecole de Management, France
Olivier Trendel, Grenoble Ecole de Management, France
Amanda Yamim, Grenoble Ecole de Management, France

Simplified nutritional-labeling systems provide single indicators of nutritional quality. Four studies compared two nutrition-labeling systems varying in complexity. A more subtle system (traffic-light with five colors instead of three) increases healthy choice and purchase. The 5-color system facilitates nutritional information processing and this influences healthiness perception of food products.