16-G: Receiving Less For More: Inequality Aversion in Crowdfunding
Joonkyung Kim, University of Toronto, Canada

When a beneficiary has a lower economic standing than the benefactor, the benefactor is more likely to give the money to the beneficiary if the beneficiary promises a low-cost token of appreciation rather than a high-cost token of appreciation. It is because the low-cost token better restores equality.

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14-H: Narrative Advertising Effectiveness:  
The Role of Ad Relevance, Ad Vividness, and Ad Message Explicitness

Eunjin (Anna) Kim, Southern Methodist University, USA  
Eunseon (Penny) Kwon, Texas Christian University, USA

While prior literature has focused on the positive aspects of narrative vs. non-narrative ads we investigate a framework for narrative-advertising effectiveness. A study with 40 commercials (440 participants) confirms that ad relevance ad vividness message explicitness goal engagement emotional engagement and ad skepticism contribute to the persuasiveness of narrative advertising.

5-S: The Joint Effect of Affect and Information-processing Style on Price Judgment

Kaeun Kim, University of Massachusetts, USA  
Elizabeth Miller, University of Massachusetts, USA

The present research shows that affective states influence consumers’ price judgment depending on the currently accessible mode of processing. Findings from two experiments suggest that positive affect increases price-as-quality judgments only when global processing is salient whereas negative affect facilities price-quality perception when local processing is dominant.

3-A: “Mannequin and I”: How Social Distance from Mannequins and Self-Construals of Shoppers Affect Product Evaluation

Pielah Kim, Philadelphia University, USA  
Xiaoyan Deng, Ohio State University, USA

This research investigates the effect of mannequin design on consumer’s product evaluation. We find that interdependents but not independents perceive a closer social distance from abstract (vs. realistic) mannequins and evaluate the products wore by abstract (vs. realistic) mannequins more positively. Moreover perceived social distance mediates product evaluation.

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5-U: When Do People Make Affectively Negative Self-Presentation?

Dan King, University of Texas Rio Grande Valley, USA  
Sumitra Aushchaitrakul, University of the Thai Chamber of Commerce, Thailand  
Zachary Mendenhall, McGill University, Canada

Our research identifies conditions under which consumers prefer negative branding –imagery and words that elicit negative emotional responses. We argue that this phenomenon is underpinned by a reflexive brain process we share with mammals called “dominance signaling” –a response that emerges when humans compete with intrasexual rivals for mating opportunities.

10-O: Sequence Fluency Effects on Consumers’ Judgments of Truth

Dan King, University of Texas Rio Grande Valley, USA  
Sumitra Aushchaitrakul, University of the Thai Chamber of Commerce, Thailand

Brand claims come in the form of “X causes Y” in which X is the brand and Y is the purported effect. Experiments using subliminal and supraliminal manipulations show that brand claims will be judged as more truthful if they conform to symbolic sequences that are stored in the mind.