2-X: to Collaborate Or to Support: the Effects of Implicit Theory on Consumer Response to Anthropomorphized Brand Roles

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Through three experiments in manufacturing and service industries, the authors find that anthropomorphized brand roles (partner vs. servant) and consumers’ implicit theories (entity vs. incremental) can interactively impact brand evaluation as well as purchase intention. Also, we confirm that consumers’ perceived efficacy mediates this interaction effect.

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3-C: Does Incompetence Hurt More than Immorality?  
Construal Levels Affect Responses to Negative Brand Information

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In three experiments the authors find that for consumers with a high (low) construal level incompetence (immorality) information causes lower brand evaluation than does immorality (incompetence) information respectively in manufacturing and service industries. Also we confirm that information accessibility and diagnosticity mediate this interaction effect.

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3-G: Reducing Regret for Maximizers: The Role of Construal Level

Louise Hassan, Bangor University, UK  
Edward Shiu, Bangor University, UK  
Miriam McGowan, Bangor University, UK

Maximizers generally regret their choices more than satisficers. We are the first to suggest a strategy easily undertaken in the marketplace to break through the regret-maximize-regret cycle. Across three experiments we show that manipulating the construal maximizers experience to more abstract level reduces the intensity of the affective response (regret).

7-L: Role of Arousal in Experiencing Feeling of Missing Out

Ceren Hayran, Doctoral Candidate in Marketing Koc University, Turkey  
Zeynep Gürhan-Canli, Professor of Marketing at Koc University, Turkey

This research enhances our knowledge about the consequences of feeling of missing out (FOMO) on desirable experiences that are taking place in one’s environment. Based on the circumplex model of affect we examine how the arousal dimension of a FOMO state influences individuals’ experience and product preferences in consumer context.

16-H: Secret Keeping Spurs Conformity Consumption

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Yijie Wang, Hong Kong Polytechnic University, China  
Yuwei Jiang, Hong Kong Polytechnic University, China  
Gerald Gorn, Hong Kong Polytechnic University, China

This research shows that secret keeping increases consumers’ conformity behavior in consumption. This effect is mediated by the motivation to avoid social attention. Moreover perceived self-control moderates the effect of secret keeping on conformity such that the effect is more salient for consumers with lower perceived self-control.