13-K: the Fit Between Depth of Self-Disclosure and Self-Construal on Consumer Evaluations in Peer-To-Peer Markets

Sumitra Auschaitrakul, University of the Thai Chamber of Commerce, Thailand
Ashesh Mukherjee, McGill University, Canada
Dan King, University of Texas Rio Grande Valley, USA

Peer-to-Peer markets (P-to-P) are platforms where individual sellers exchange products with individual buyers. Based on a fit-fluency framework, the present research shows that depth of disclosure in peer-to-peer markets has a positive effect on product evaluation when self-construal is interdependent, but this positive effect is eliminated when self-construal is independent.

[to cite]:

[url]:
http://www.acrwebsite.org/volumes/1024850/volumes/v45/NA-45

[copyright notice]:
This work is copyrighted by The Association for Consumer Research. For permission to copy or use this work in whole or in part, please contact the Copyright Clearance Center at http://www.copyright.com/.
9-E: Children’s Food-related Consumer Socialization: Parental Goals and Strategies
Alice Grønhøj, Aarhus University, Denmark
Malene Gram, Aalborg University, Denmark

We study food-related consumer socialization through family interviews in a qualitative study. Parents socialize children for healthy eating but other concerns such as preserving family cohesion are perceived as more important. The findings suggest that family dynamics parents’ goals strategies and context are important for understanding children’s healthy eating socialization.

9-C: Brand Authenticity Revisited: The Case of Three Times a Day
Amélie Guèvremont, Université du Québec à Montréal, Canada

This research examines the construction of an authentic brand image in an online community. Based on a netnography of Three Times a Day brand and five individual interviews four authenticity dimensions are identified: brand virtuousness brand proximity brand instinct brand imperfections. Results confirm the complex context-contingent nature of brand authenticity.

12-A: Input vs. Output-Based Framing and How They Influence Motivation
Manissa Gunadi, Erasmus University Rotterdam, The Netherlands
Bram Van den Bergh, Erasmus University Rotterdam, The Netherlands

Should people be told to perform 10000 steps as fast as they can or to complete as many steps as they can in 24 hours? Our results suggest that stipulating expected output (i.e. quantity) leads to higher motivation compared to specifying expected input (i.e. duration).

17-K: Role of Group Cohesiveness in Consumers’ Responses to Mobile Promotions
Reetika Gupta, ESSEC Business School, Singapore
Sourjo Mukherjee, ESSEC Business School, France
Kasthuri Jayarajah, Singapore Management University, Singapore

This research examines the role of social networks in consumers’ responses to mobile promotions. Using CLT we show that in cohesive groups consumers have a more favourable attitude towards the proximal promotion (shorter lead time) than the distal promotion enabling the marketer to deploy real-time consumer-specific targeted promotion strategies.

Practicing the (un)Healthy = Tasty Intuition: Towards an Ecological View of the Relationship between Health and Taste Consumer Judgments.
Simona Haasova, University of Vienna, Austria
Arnd Florack, University of Vienna, Austria
Christoph Welles, University of Vienna, Austria

Do consumers apply the unhealthy=tasty intuition to real food products from a supermarket? Three studies (two representative) revealed that consumers mostly find healthier products also tastier but this relationship varies between products and individuals. Consumer judgments might rely rather on package cues simultaneously implying tastiness and healthiness than the intuition.

2-E: Are Brands Known by the Company They Keep?
The Effects of Speech Rate on Employee and Brand Perceptions
Fatima Hajjat, Ithaca College, USA
Elizabeth Miller, University of Massachusetts, USA

We examine the effect of employee speech rate on perceptions of employee and brand personality. Across four experiments we find that slower-speaking employees are perceived more negatively than employees speaking at a fast or normal rate. These employee perceptions then “spill over” to affect customers’ perceptions of the brand.