



# ASSOCIATION FOR CONSUMER RESEARCH

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## **2-Q: Low Fit in Co-Branding: Explaining the Success of Designer-For-Retailer Collaborations**

Gabriel Gonzales, Pennsylvania State University, USA

Johanna Slot, Pennsylvania State University, USA

Margaret Meloy, Pennsylvania State University, USA

The current research finds that co-branded collaborations between low-cost retailers and high-end designers are attractive to consumers due to a ‘misfit’ between collaboration partners, providing consumers with access to otherwise inaccessible products. The designer’s creative control moderates demand. Ironically, product attractiveness is attenuated if prices are lower than expected.

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## **10-B: Do You Feel Like a Fraud? How Experiencing the Impostor Phenomenon Influences Consumption Choices**

Emily Goldsmith, Marymount Manhattan College, USA  
Stephen Gould, Baruch College, USA

Most people occasionally feel like a fraud. Usually we overcome these feelings by acknowledging why we deserve our accomplishments. There are times when despite all external evidence we feel like an impostor. We propose that a person experiencing the impostor phenomenon prefers products that allow them to hide fraudulent feelings.

## **17-O: Unaffordable Option and Sensitivity to Social Inequality**

Pierrick Gomez, NEOMA Business School, France  
Adilson Borges, NEOMA Business School, France

This research investigates the effect of adding an unaffordable option to a choice set on sensitivity to social inequality. Two experiments demonstrate that adding an unaffordable option to a choice set fosters concern for social inequality and diminishes support for group based dominance especially for individuals high in political conservatism.

## **14-J: Social Comparison Direction and Its Impact on Consumer Preference for Distinctive Products**

Xiushuang Gong, Renmin University, China  
Ying Ding, Renmin University, China  
Yafeng Fan, Renmin University, China

This paper examines how direction of comparison influences consumer preference for distinctive products. Across two experiments we show that consumers are more inclined to choose unique products after making upward comparisons than downward comparisons. This effect is mediated by consumer need for uniqueness.

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## **17-P: When Not Having Enough Prompts Consumers to Show Off: Reminders of Resource Scarcity Prompt Narcissism**

Laura Goodyear, Concordia University, Canada  
Caroline Roux, Concordia University, Canada  
Ali Tezer, Université de Montréal, Canada  
Kelly Goldsmith, Vanderbilt University, USA

We propose that reminders of resource scarcity prompt consumers to become more narcissistic and consequently shifts their product preferences. Across three experiments we demonstrate that: scarcity (vs. control) increases narcissistic tendencies narcissism mediates the effect of scarcity on selfishness and scarcity shifts consumers' preferences toward products with more prominent brands.