17-N: the Dissimilarity Magnifying Bias

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We introduce and examine a dissimilarity magnifying bias in social perception, according to which others are considered first as exemplars of the least favorably perceived group to which they belong, even when they are simultaneously members of more favorably perceived groups. The bias and its implications are assessed in the context of brand user group membership.

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17-N: The Dissimilarity Magnifying Bias
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We introduce and examine a dissimilarity magnifying bias in social perception according to which others are considered first as exemplars of the least favorably perceived group to which they belong even when they are simultaneously members of more favorably perceived groups. The bias and its implications are assessed in the context of brand user group membership.

1-E: Exploring the Concept of Beauty in Consumer Research: A Multidisciplinary Framework and Research Agenda
Marina Leban, ESCP Europe, France
Benjamin Voyer, ESCP Europe, France

This research lays the foundations of an interdisciplinary conceptual framework and research agenda for studying and understanding beauty consumer behavior. We integrate findings from evolutionary cognitive and cultural psychology and identify: i) the mechanisms behind beauty perceptions and ii) the role of beauty in consumers’ perceptions of products.

1-C: Differential Preference toward Aesthetic Design Elements of Airline Livery: An Examination of Design-Activity Congruency
Jeongmin Lee, Gachon University, South Korea
Wujin Chu, Seoul National University, South Korea
Dawon Kang, Seoul National University, South Korea
Jisu Yi, Seoul National University, South Korea

Consumers seek congruency between aesthetic design and the activity being performed. As such we show that business travelers prefer airline livery designs that use darker tones primary colors and geometric lines. On the other hand vacation travelers’ design preference is split between toned-down designs and colorful designs.

Shinhyoung Lee, Seoul National University, South Korea
Youjae Yi, Seoul National University, South Korea

This research examines the effect of promotion framing on consumer product returns hypothesizing that framing a promotion as a free gift (vs. bundle no-promotion) reduces product return intention by making consumers perceive more loss in giving up a “freebie”-with-purchase.

13-E: I Want to Share My Information!: The Effects of Social Exclusion on Consumers’ Information Disclosure Intentions
Jiyoung Lee, University of Texas at Austin, USA
Andrew Gershoff, University of Texas at Austin, USA

The current paper proposes that social exclusion heightens consumers’ willingness to disclose personal information to brands. Four studies demonstrate the proposed effect of social exclusion on information disclosure intentions which is driven by the desire for social connection. Two boundary conditions (i.e. brand benefit relationship likelihood) are also tested.