Despite of much attention given to the penchant for luxury consumption among Asian consumers, our understanding on the underlying psychological reasons of this phenomenon is limited. The primary purpose of the current research was to explore culture-relevant psychological correlates of luxury brand purchase intent based on social consumption related theories.

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4-M: Psychological Antecedents of Luxury Brand Purchase Intent in Asian Market

Hoeun Chung, Fayetteville State University, USA

Despite of much attention given to the penchant for luxury consumption among Asian consumers our understanding on the underlying psychological reasons of this phenomenon is limited. The primary purpose of the current research was to explore culture-relevant psychological correlates of luxury brand purchase intent based on social consumption related theories.

8-A: Attenuating Money Illusion? How Personalization Affects the Consideration of Inflation in the Consumers’ Financial Planning

Henning Cordes, University of Muenster, Germany
Carsten Erner, University of Muenster, Germany, and University of California Los Angeles, USA
Thomas Langer, University of Muenster, Germany

We study how letting consumers construct their personal inflation rate affects the consideration of inflation in the long-term financial planning. We find that the personalization is not beneficial: The complex elicitation procedure reduces the subjective knowledge about inflation which induces consumers to care less about inflation in their financial planning.

9-AA: What Did You Eat at School Today? The Influence of Preschool on Children’s Food Consumption

T. Bettina Cornwell, University of Oregon, USA
Sung-Hee Paik, University of Oregon, USA
Eric Setten, University of Oregon, USA

This observational study shows significant differences across classrooms in the consumption of condiments vegetables grain and protein in publicly funded preschools. We theorize several possible mediators of this “classroom effect” on consumption. This research aids in the understanding of food socialization and has public policy implications for early childhood programs.

2-Y: Uncommon Beauty: Disabled Models in Ads Improve Brand Liking

Martina Cossu, Bocconi University, Italy
Zachary Estes, Bocconi University, Italy

Two studies demonstrate that advertisements involving a disabled model increase brand liking. A first study demonstrates the main effect using as stimuli female disabled models. A second study replicates this result in the lab using both female and male models and tests for political correctness by measuring respondents’ response times.

18-H: The Authenticity of Corporate Social Responsibility Actions on Brand Symbolism

Diego Costa Pinto, ESPM Business School, Brazil
Marcia Maurer Herter, ESPM Business School, Brazil
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Mellina Terres, UFCSPA, Brazil

This research analyzes how corporate social responsibility (CSR) actions (related or unrelated to the company’s core business) influence brand symbolism. Findings suggest that CSR actions unrelated (vs related) to the company’s core business increase perception of brand social consciousness influencing brand symbolism and having downstream effects on behavioral intentions.