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This research shows that having more Facebook ‘friends’ decreases online engagement (likes, shares, comments) and purchase intentions for featured products, for individuals with complex social identities. This effect is reversed, however, by highlighting a specific reference group when using normative messages. Findings have implications for marketers both online and offline.

[to cite]:

[url]:
http://www.acrwebsite.org/volumes/1024908/volumes/v45/NA-45

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9-EE: Compulsive Consumption and Smoking Behavior

Timothy Dewhirst, University of Guelph, Canada
Drew Harden, University of Guelph, Canada
Wonkyong Beth Lee, Western University

In the spirit of transformative consumer research that aims to inform policy and improve well-being this qualitative study uses the tobacco industry’s consumer research made public from litigation to examine compulsive consumption. Compulsive consumers are linked by common traits such as low self-esteem proneness to fantasy urgency and sensation-seeking.

3-D: Exploring the Role of Consumption Values and Self-Construal in the Purchase of (In)Conspicuous Luxury Goods and Shopping Preferences: A Questionnaire Study

Karolina Dovgialo, London School of Economics, UK
Ben Voyer, ESCP Europe, UK

We investigate luxury preferences for quiet vs loud luxury goods online vs offline shopping preferences and individual consumer differences. We found significant relationships between: i) bandwagon consumption interdependent self and preference for loud goods and ii) snob consumption independent self and willing to pay a premium for quiet goods.

17-M: The Dark Side of Competition: How Competition Results Predict Unethical Behavior

Rui Du, University of Hawaii, USA
Qimei Chen, University of Hawaii, USA
Miao Hu, University of Hawaii, USA

Our findings suggest that the association between competition results and unethical behaviors is moderated by power such that in the high power conditions losers are more likely to engage in unethical behaviors than winners. When differentiating beneficiaries of unethical behaviors a three-way interaction shows that both winners and losers lie.

20-S: When Having Too Many Facebook ‘Friends’ Hinders Your Online Social Activity: The Impact of Social Identity Complexity

Kimberly Duval, Concordia University, Canada
H. Onur Bodur, Concordia University, Canada

This research shows that having more Facebook ‘friends’ decreases online engagement (likes shares comments) and purchase intentions for featured products for individuals with complex social identities. This effect is reversed however by highlighting a specific reference group when using normative messages. Findings have implications for marketers both online and offline.

9-Z: Using Practices Theories to Analyze Food Practices Related to Food Waste and Healthy Eating

Margot Dyen, Montpellier Supagro, France
Lucie Sirieix, Montpellier Supagro, France
Sandrine Costa, Montpellier, INRA, France

Consumers have to integrate recommended behaviors related to food waste and healthy eating. This work studies it holistically with practice theories. A two-step qualitative methodology shows that individuals and environment play variable roles in practices structuration and that each individual has various conduits of practices in his/her own framework.