11-H: Being Good Versus Being the Better: Consumer Responses to Preferential Treatment.
   Vivian Pontes, QUT Business School, Australia
   Nicolas Pontes, QUT Business School, Australia
   Dominique Greer, QUT Business School, Australia

This research shows that extent to which preferential treatment can lead to negative versus positive emotions. In particular, when a benefit given causes some harm to others, the positive effects of being advantaged are mitigated by the arousal of negative moral emotions which in turn decreasing customer satisfaction.

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9-U: Smell-o-Vision:  
Olfactory and Visual Store Atmospherics Prime Healthy Food Choices  
Megan Phillips, Auckland University of Technology, New Zealand  
Sommer Kapitan, Auckland University of Technology, New Zealand

The present research investigates the ability of store atmospherics to nudge shoppers towards purchasing healthier foods. An observation study and an experimental study together demonstrate that store atmospherics can be tailored to create a message of healthfulness and act as a prime to persuade shoppers to purchase healthier foods.

5-I: Judgement and Decision-Making:  
The effect of induced emotional uncertainty on predicted utility and forecasting accuracy.  
Athanasiou Polyportis, Athens University of Economics & Business, Greece  
Flora Kokkinaki, Athens University of Economics & Business, Greece

The purpose of the research is to explore the effects of the certainty-uncertainty appraisal dimension of incidental emotions on predicted utility and affective forecasting accuracy. Emotions associated with uncertainty seem to result in smaller forecasting error and utility overprediction. To this end the results of two experiments are described.

6-F: The Red Derogation Effect  
Nicolas Pontes, Queensland University of Technology, Australia  
JoAndrea Hoegg, University of British Columbia, Canada

This research demonstrates that the red-attractiveness effect of women viewing men is moderated by mate retention goals and that the effect is mediated by perceived threat. Additionally we show that the red-threat link is moderated by self-control strength such that the effect dissipates when self-control resources have been depleted.

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This research shows that extent to which preferential treatment can lead to negative versus positive emotions. In particular when a benefit given causes some harm to others the positive effects of being advantaged are mitigated by the arousal of negative moral emotions which in turn decreasing customer satisfaction.

5-K: Pride and Shame Moderate the Effect of Regulatory Focus on Risk Taking Propensity  
Aylar Pour Mohammad, Bocconi University, Italy  
Gulen Sarial Abi, Bocconi University, Italy

How self-conscious emotions affect risk taking behavior? Prior literature has indicated that promotion (prevention) focus is associated with risk seeking (risk avoiding) propensity (Bryant and Dunford 2008). Two experiments demonstrate that positive (negative) self-conscious emotions may attenuate the effect of promotion (prevention) focus on risk taking propensity.

7-J: Making Money Meaningful:  
Fostering Meaningful Lives Through Growth-Based Experiential Purchases  
Emily Powell, New York University, USA  
Adam Alter, New York University, USA

As consumers strive for “the good life” they must search for both happiness and meaning. Across two studies we show that consumers who spend more money on growth-based experiences (as opposed to purely enjoyment-based experiences) derive greater meaning from those experiences and in their lives as a whole.