This paper reveals an asymmetric-discriminative pattern in consumers’ online evaluation-making mechanism. We examine how consumers from different social classes discriminate in evaluations on Yelp. A multi-level random-effect model shows discrimination exits in consumers’ favorable reviews to outgroups, but this effect does not hold for negative evaluations.

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20-I: Political Ideology and Review Evaluation
Sik Chuen Yu, University of Sydney, Australia
Donnel Briley, University of Sydney, Australia
Pennie Frow, University of Sydney, Australia

This research proposes that political ideology affects reviewer similarity’s influence on review evaluation. Those who are increasingly conservative tend to have stronger relational motivations. Consequently conservatives value reviews from similar reviewers more than dissimilar ones while liberals do not value reviews from similar and dissimilar reviewers.

20-A: A Taste of Discrimination: A Study on Consumer Reviews on Yelp
Chao Yu, Cornell University, USA
Drew Margolin, Cornell University, USA
Xian Wang, Tsinghua University, China

This paper reveals an asymmetric-discriminative pattern in consumers’ online evaluation-making mechanism. We examine how consumers from different social classes discriminate in evaluations on Yelp. A multi-level random-effect model shows discrimination exits in consumers’ favorable reviews to outgroups but this effect does not hold for negative evaluations.

Mariella C. Zavala, University of California Irvine, USA

Using Foucault’s notion of heterotopia (1986) this paper conceptualizes the “Stories” feature found in some social media platforms as cyber-heterotopias. Their ephemeral quality and an illusion of intimacy are presented as defining of their heterotopic distinction in an effort to contribute to our understanding of the consumer relations they affect.

20-C: Advice-Seeking Intention: The Interplay of Regulatory Focus and Problem Type
Xianfang Zeng, University of Calgary, Canada
Mehdi Mourali, University of Calgary, Canada

This research investigates how regulatory focus and problem type jointly affect advice-seeking intention. When faced with factual problems individuals with a prevention (vs. promotion) focus tend to seek accuracy-based advice; in contrast when presented with judgmental problems those with a promotion (vs. prevention) focus tend to solicit autonomy-based advice.

2-W: The Unofficial Name: Effects of Brand and Product Nicknames on Brand Perception
Zhe Zhang, University of Houston, USA
Vanessa Patrick, University of Houston, USA

We explore the effects of brand nickname (vs. formal name) use on brand perception. We show nicknames anthropomorphize the brand and transform the consumer-brand relationship from transactional to relational. This influences consumers’ self-brand connection and brand attachment which leads to enhanced willingness to purchase additional products from the brand.

2-H: Brand Hate
Chun Zhang, Concordia University, Canada
Michel Laroche, Concordia University, Canada

The grounded theory is applied to study the construct brand hate. Seventy-one hated brands are reported through twenty-five in-depth interviews. Three facets of associations of brand hate are presented: emotional cognitive and physical. Four facets of reasons are discovered and six different levels of consequences are obtained.