9-A: “I Reward Myself With Salad!” Framing Healthy Food Option As a Reward Increases Purchasing Intention

Luxi Chai, University of Kansas, USA
Marija Grishin, University of Kansas, USA

The current research examines the impact of gratification-enhancing framing on healthy food-related decision making by demonstrating that framing the healthy (vs. unhealthy) food option as a reward increases the rewarding feeling and purchase intention.

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3-F: Pride Shapes Decisions through Construal Level:  
The Effect of Authentic vs. Hubristic Pride on Construal Level  
Melis Ceylan, Koc University, Turkey  
Nilüfer Aydınoğlu, Koc University, Turkey  
Selin Atalay, Frankfurt School of Finance and Management, Germany  

Pride is a pervasive emotion. Thus it is critical to understand how this emotion affects how consumers construe information and make subsequent choices. This research demonstrates that individuals experiencing authentic (hubristic) pride adopt lower- (higher-) levels of construal. This result contributes to research in emotions and judgment & decision making.

10-C: Calendar Framing Affects Perception and Anticipation of Sunday  
Rebecca Chae, University of Michigan, USA  
Christine Kang, California State University Long Beach, USA  

We examine the effects of calendar framing on time perception and anticipatory emotions. We demonstrate how the location of Sunday on a calendar (i.e. at the beginning vs. the end of the week) influences perception and anticipation of Sunday. We further discuss its implications on marketing communications.

5-O: The Effect of Antecedents of Sadness on Brand Evaluation  
Luxi Chai, University of Kansas, USA  
Yexin Jessica Li, University of Kansas, USA  

The current paper contributes to research on emotion in consumer attitudes and behaviors by showing that when consumers experience sadness from status loss they value brand competence and rate competent brands more desirable than warm brands. Ratings of brand traits do not differ when consumers experience sadness from social loss.

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16-A: Adding a Charitable Donation to a Product or Adding a Product to a Charitable Donation? How Much You Can Raise Depends on How You Frame the Case  
Chia-Chi Chang, National Chiao-Tung University, Taiwan  
Po-Yu Chen, National Chiao-Tung University, Taiwan  

For charity sales hedonic products will solicit more help than utilitarian products. For donation with a thank-you gift adding a charitable donation to utilitarian products tend to be more effective in soliciting more help than adding the same donation to hedonic products.

19-D: Studying Bets and Hedges in Simple Lotteries  
Subimal Chatterjee, SUNY Binghamton, USA  
Satadruta Mookherjee, SUNY Binghamton, USA  

We use a simple lottery to test if consumers value a hedge against losing in any way that is different from how they value the risk and test some potential explanations that might drive these valuations.