14-I: Signaling Nothing: Conspicuous Anti-Consumption in Demarketing Contexts

Catherine Armstrong Soule, Western Washington University, USA
Tejvir Sekhon, Western Washington University, USA

This paper explores the link between status-signaling and demarketing. The anti-consumption resulting from demarketing strategies does not have a public display of virtuous behavior. We test whether an observable signal can motivate anti-consumption by providing status-signaling opportunity and whether this signal benefits the anti-consumer as well as the demarketing brand.

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2-U: The Effect of Healthcare Product Type and Anthropomorphized Brand Role on Consumer Judgments

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Daniel Sheinin, University of Rhode Island, USA

Drugs and dietary supplements are now often available in the same distribution channels. Drugs are heavily-regulated medical products while dietary supplements are lightly-regulated food products. This paper explores whether anthropomorphized brand role (servant versus partner) changes perceptions about these products and intentions to engage in healthy behaviors.

1-F: Grotesque Imagery Enhancing Persuasiveness of Luxury Brand Advertising

Donghwy An, Hongik University, South Korea
Chulsung Lee, Hongik University, South Korea
Janghyun Kim, Korea Christian University, South Korea
Nara Youn, Hongik University, South Korea

The current research examines consumers’ perceived fit between grotesque imagery and luxury branding. We showed that the fit between grotesque imagery and luxury brand advertising facilitates transportation which in turn enriches brand experience and increases purchase intention of the featured product.

1-A: Art Appreciation Opens Affirmed Minds to Cultural Diversity

Donghwy An, Hongik University, South Korea
Boram Lee, Hongik University, South Korea
Nara Youn, Hongik University, South Korea

Appreciating artworks enhanced endorsement of cultural diversity for individuals with high self-affirmation (Study 1) and for those with authentic pride but not for those with hubristic pride (Study 2). The effect of art appreciation was significant for narcissistic individuals only when their openness to cultural diversity was publicized (Study 2).

13-G: New with Tags: Consumer and Brand Relationships in Consumer-to-Consumer Buy/Sell/Trade Groups on Social Media

Catherine Armstrong Soule, Western Washington University, USA
Sara Hanson, University of Richmond, USA

This paper introduces and explores the emerging and impactful phenomenon of branded consumer-to-consumer buy/sell/trade groups on social media. These groups are independently organized marketplaces where consumers buy and sell one focal brand exclusively. Through in-depth interviews field data scraped from Facebook and survey data we identify brand and retailing implications.

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