Researchers	Title	2020 Grant Award	Abstract
Eugene Y. Chan, Purdue University	Yes, I Can? Can Power Promote Eco-Friendly Behavior?	$ 2,000	This research investigates the possibility that feeling powerful can actually provide a social benefit by promoting socially- and environmentally-responsible behavior. It is proposed that feeling powerful (vs. less powerful) increases consumers' perceived consumer effectiveness (or PCE), and raising one's PCE can promote such behaviors by allowing individuals to perceive their own actions as actually making an impact.
Anne Hamby, Boise State University Ali Tezer, HEC Montreal Jennifer Escalas, Vanderbilt University	How Meaningful Stories Enhance the Value of Associated Objects	$ 1,000	Stories featuring meaningful thematic content (defined as pertaining to important life themes such as significant human relationships or achievement of mastery) are increasingly prevalent in a marketing context, but have been underexplored in consumer research. We aim to examine whether, how, and when promotional narratives featuring meaningful themes enhance the value of products depicted in the narrative. We will examine whether the influence of meaningful stories in a promotional context on consumers' valuation of objects or products associated with those stories depends on three features: features of the story itself, the context in which the story is encountered, and the positioning of the target entity within the story.
Vanessa M. Patrick, University of Houston Candice R. Hollenbeck, University of Georgia	Designing for All: Understanding Consumer Response to Inclusive Design	$ 1,000	Inclusive design is design that considers the needs and capabilities of the whole population (Johnson et al. 2010) based on the assumption that by considering the full diversity of users a better product will result. We will present a novel conceptualization of inclusive design in which design affords different degrees of inclusion (Gidley et al. 2010), with the most inclusion being the ultimate goal. The three levels of inclusive design are (1) Accessibility i.e., equitable access and the most basic level of inclusion, (2) Engaged Participation i.e., community engagement and partnerships, and, (3) Empowered Success i.e., the highest level of inclusion, based on empowerment, embracing cultural transformation, and upholding the moral responsibility of recognizing and valuing diversity. Drawing on appraisal theory, we hypothesize that the different levels of inclusive design can result in different cognitive appraisals, and, consequently different affective and moral consumer responses. The research will aim to empirically test this model to demonstrate the transformative potential of product design when it not merely accommodates non-mainstream consumers, but when it allows them to thrive.
Zhiyong Yang, University of North Carolina at Greensboro	How to Enhance the Effectiveness of Anti-Smoking Messages in Curtailing Teen Smoking: The Role of	$ 2,000	Zhiyong's research centers on family consumption behavior and cultural psychology. In the field of family consumption behavior, he focuses on how parenting strategies affect child and adolescent smoking. Conventional wisdom suggests that parents have little influence on children's behavior after they enter adolescence. Contradictory to this conclusion, he proposes a Parent-Self-Peer Model, which shows that parenting strategies (e.g., warmth, acceptance, threats, and guilt induction) that children received in childhood affect their consumption-related patterns in the future, through influencing their self-concept trajectory, emotional quotient, and susceptibility to peer influences. This pattern, however, is contingent upon socio-cultural contexts. This model, in its various forms, has been tested by his colleagues and him in a variety of consumption contexts, including child smoking, drinking, music piracy, impulsive buying, decision styles, purchase influence at home, and future financial discipline.
Rachel Hochstein, Florida State University Colleen Harmeling, Florida State University Ela Veresiu, York University	Relationship Substitutes: How (Over) Consuming Digital Influencer Content Impacts Consumer Wellbeing	$ 500	Consumers often form relationships with social media influencers who produce content featuring themselves and work with brands to influence consumer purchase decisions. These relationships can fulfill certain relational needs for consumers and may enhance offline social connections when friend groups share an interest in a social media influencer. However, over-reliance on social media influencers to fulfill relational needs may also harm consumers. Thus, this research investigates the conditions under which consuming social media influencer content enhances consumer wellbeing as well as when it may be harmful. Through a qualitative methodology combining both interview and archival data, this research examines how consuming social media influencer content influences consumer social connections, perceptions of loneliness, and individual wellbeing.
Jane Machin, Ph.D., Radford University Ann M. Mirabito, Ph.D., Baylor University Natalie Ross Adkins, Ph.D., Drake University Elizabeth Crosby, Ph.D., University of Wisconsin Nadine Hartig, Ph.D., Radford University Sarah Hastings, Ph.D., Ed.S., M.Ed. Radford University Paige Walters. Montgomery County Public Schools Joshua Morriss, Peerspective Brett Bowker, Peerspective	Stigmatized Shoes: A Simulation to Reduce Stigma Against Mental Illness	$ 2,000	A diagnosable mental health disorder affects approximately one in four people in the United States each year. Unfortunately, most individuals with mental illness remain untreated, thanks in large part to the stigma that accompanies these disorders. Working closely with community partners, mental health specialists, stigmatized populations, and digital game designers, we seek to design, test, and implement a flexible and scalable Virtual Reality (VR) simulation to reduce mental illness stigma by helping those without mental health issues better empathize with those suffering from depression or anxiety. People who are mentally healthy grossly underestimate the severity of clinical depression and anxiety, attributing it largely to a lack of willpower. By participating in a simulation designed to replicate virtually the physical and emotional experience of clinical depression and anxiety, we believe the mentally healthy will better understand and empathize with those suffering from these disorders.

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Akshaya Vijayalakshmi, Indian Institute of Management Ahmedabad Meng-Hsien (Jenny) Lin, California State University Monterey Bay	Impact of Portrayal of Victims in Anti- Domestic Violence Campaigns	$ 3,000	Impact of Portrayal of Victims in Anti- Domestic Violence Campaigns: Insights into the Role of Gender and Culture The research project aims to provide recommendations for developing effective anti-domestic violence ad campaigns. We focus on domestic violence since it is considered a silent killer, and especially during the current pandemic, it is being considered as shadow pandemic. We aim to understand the impact of victim portrayal on the seriousness with which a domestic violence issue is pursued. In Study 1, we will evaluate the effect of ad portrayal of a strong vs. weak victim image on ad responses. In Study 2, we will match victim gender in the ad with the participant gender to evaluate the role of gender in ad responses. By doing this, we will also focus on male victims who have previously not got much research attention. In Study 3, we explain the process by which viewers form their opinions and attitudes. In the last and final study 4, we will test the effectiveness of our ad in two different cultural contexts- India and the US. By reducing domestic violence instances, this work can have a positive impact on women, families, and society.
Martina Hutton, University of Winchester, UK	Community Hunger Response-Ability	$ 4,000	This study examines alterity in cross-sector hunger partnerships, specifically problematising the absence of community within community-focused initiatives. Informed by the phenomenology of the Other and adopting an emancipatory praxis methodology, the study will design a learning partnership with Others, whereby hunger solutions are designed by the community for the community. Contributing to TCR scholarship on food wellbeing and hunger, the study focuses on the benefits of community co-collaboration for policy formulation. Learning partnerships facilitate an original approach to framing social problems and initiate a mindset of innovation within communities. Experiences of alterity are therefore minimised as communities co-design the hunger solutions that will be more relevant and more sustainable to their well-being, enabling policy agendas to be assessed and prioritised more effectively.
Tania Veludo-de-Oliveira, FGV EAESP Edgard Barki, FGV EAESP Fabracia Volotao Peixoto, FGV EAESP Adriana Guedes Arcuri, FGV EAESP Ana Tereza Freitas de Lapedra, FGV EAESP	Scarcity, Consumption, and Social Impact	$ 2,500	In this research, we approach the societal and consumption implications of living in chronic scarcity by focusing on the experiences of highly vulnerable families. We have been conducting a qualitative-interpretative investigation with women who have built their houses in squatter settlements in the city of Sao Paulo, Brazil, often leaving without running water, sanitation, urban cleaning, regularized energy, and zip code. We aim to understand how they deal with both resource and product scarcity from the individual and collective perspective, for example by relying on alternative solutions.
Marina Cozac, Florida State University Martin Mende, Florida State University Maura L. Scott, Florida State University	Fueling the Dadbod: Understanding the Snacking Behavior of Fathers, Mothers, and Non-Parents	$ 1,944	This research investigates the food consumption behavior of consumers as a function of their gender and family relationships. We aim to study the effects of consumer affect on consumption in multiple contexts. Moreover, our goal is to identify the underlying mechanisms that explain food choice. In the proposed experimental studies, we plan to (1) investigate real food choice and consumption, (2) understand how different types of affect influence food choice, and (3) reveal the mechanisms underlying food choice. These findings will provide novel insights into the realm of food choice and food well-being. This research is also relevant to marketing managers and public policymakers.
Sara Baskentli, Western Washington University, USA Samanthika Gallage, University of Nottingham, UK Dushan Chaminda Jayawickrama, University of Sri Jayewardenepura, Sri Lanka Uchitha Jayawickrama, Loughborough University, UK	The Promotional Efforts of the Pharmaceutical Industry and the Well-Being of Vulnerable Consumers	$ 2,000	Over-the-counter (OTC) medicines are considered harmless compared to prescribed drugs but the misuse of these drugs is increasingly recognized- especially in Western societies. However, the experience of vulnerable populations is largely overlooked. The authors draw upon the lay theories of medicine to explore how promotional efforts of pharmaceutical companies impact vulnerable consumers' well-being in Sri-Lanka by using a multimethod approach. Initial interviews with 20 people (pharmaceutical representatives, government officials, and pharmacists) revealed that there is a blurred boundary in how OTC and non-OTC medicines are perceived by individuals, which might potentially impact consumers' wellbeing. This research will have two contributions. First, using a bottom-up approach the authors will explore the interactions and experiences of vulnerable consumers while identifying the underlying reasons of beliefs about OTC drugs. Second, the authors will connect different stakeholders (i.e., pharmacists, physicians) by proposing a digital platform to track the use of OTC and non-OTC drugs.
Brennan Davis, Cal Poly Maura Scott, Florida State University My (Myla) Bui, Loyola Marymount University Martin Mende, Florida State University Lane Peterson, Florida State University	Unit Bias: How Common Food Marketing Tactics Can Mitigate Healthy Consumption Benefits	$ 1,500	Unit bias describes the phenomenon that consumers rely on units rather than amounts when choosing food. This research expands prior literature threefold: First, it examines when and why consumers rely on unit bias by demonstrating that unit bias only occurs when impression management motives are activated, because consumers are concerned about the social appropriateness of taking multiple small units. Second, this research examines which marketing tactics may undermine health benefits of unit bias; specifically, marketing tactics such as designing food in unusual shapes and designing food to be cute. Finally, the research explores the cognitive process underlying the unit bias. Taken together, this research demonstrates that unit bias can curb consumers' food consumption, but certain managerial marketing tactics can diminish this health benefit bolstering the notion that marketing can support or undermine consumer well-being.

Researchers	Title	2020 Grant Award	Abstract
Melissa G. Bublitz, University of Wisconsin Oshkosh Jonathan Hansen, Hunger Task Force Elizabeth G. Miller, University of Massachusetts Amherst Laura A. Peracchio, University of Wisconsin-Milwaukee Cameron Perra, Hunger Task Force	Hunger Task Force Mobile Market Initiative: Increasing Fruit & Vegetable Consumption among Vulnerable Consumers	$ 6,000	This collaboration between TCR researchers and Milwaukee's Hunger Task Force (HTF) investigates the impact of increasing affordable access to healthy foods in food deserts. In 2020, HTF was awarded a GusNIP grant to incentivize SNAP-eligible households to purchase fruits and vegetables onboard two Mobile Markets and expand the reach of their Mobile Market geographically as well as through bilingual marketing efforts. This Tier 2 ACR/TCR research grant enables the team to collect research data to (1) provide an external evaluation of the HTF outcomes as they implement this program and (2) assess the impact of nutrition incentive interventions more broadly. This research will investigate how mobile retail operations, subsidized fruit and vegetable prices, and bilingual marketing efforts work to increase affordable food access, helping us to better understand the power of market mechanisms to increase access to healthy foods.
Eva Kipnis, University of Sheffield, UK Lizette Vorster, Northumbria University, UK Catherine Demangeot, IESEG School of Management and LEM-CNRS 9221, France Samantha N. N. Cross, Iowa State University, USA Chris Pullig, Baylor University, USA Charles Cui, University of Westminster, UK Cristina Galalae, University of Leicester, UK Shauna Kearney, Birmingham City University, UK Tana Licsandru, Queen Mary University of London, UK Carlo Mari, University of Molise, Italy Veronica Martin Ruiz, Iowa State University, USA Jerome Williams, Rutgers University, USA	Establishing a Diversity and Inclusion Engaged Marketing (DIEM) Platform to Accelerate Impact on Multicultural Marketplace Wellbeing	$ 2,000	This project develops a Diversity and Inclusion Engaged Marketing platform, a "science-practice-education" networking and knowledge sharing resource for marketing and advertising professionals. The platform brings together outputs from collaborations between the Multicultural Marketplaces research group, industry and policy practitioners developed at Transformative Consumer Research dialogical conferences. It invites participation and contributions from marketing researchers, educators, practitioners and policy makers. With inclusivity among the top ten global consumer needs in 2020, this platform aims to provide all marketers seeking to enhance consumer well-being in multicultural marketplaces with open access to the latest research, teaching and practical innovations for developing diversity- and inclusivity-informed strategies and materials. Research impact assessment measures are utilized to examine the platform's effectiveness.
Krishanu Rakshit, Indian Institute of Management Calcutta Bhupesh Manoharan, Masters' Union School of Business Karthikeyan Balakumar, Indian Institute of Management Calcutta Pradeep Kumar Hota, Australian National University	The Outcaste becomes the Guru	$ 2,000	India's deep-rooted caste system, a legacy of over two millennia, has led to an extensive, systematic stigmatization of lower castes, which, in turn led to their marginalization and disenfranchisement. The few centuries of British rule, the implementation of caste-based affirmative action movements have resulted in limited upward mobilization of these groups. However, most from these marginalized groups still suffer from lack of education and gainful career opportunities. India's Dalit communities often suffer due to the stigma associated with the community's practices. In this research project, we attempt to focus on a group of community-focused entrepreneurs emerging from these marginalized communities, who are attempting to break the stigma and taboo around the caste boundaries and venture out to remove the indignation suffered by the communities they belong to by adopting professions and building a narrative that legitimizes their consumption practices.
Hélène Gorge, Université de Lille, France Melea Press, Skema Business School, France	Building a Transitory Healthcare Consumer Space: Challenges and Tensions about Defining Patient's	$ 1,000	This project aims to explore how vulnerable patients are included in the healthcare system in France. We focus on the work done by a "health-solidarity network" (HSN) among homeless people and migrants, and founded in 2005 in the north of France. This network is made up of several organizations' public hospitals, health-focused NGOs, and a municipal office - willing to combine medical and social logic to help patients to be included in the mainstream healthcare system (MHS). Through a qualitative study based on long interviews with actors implied in the network and a set of non-participant observations during the network' activities, we explore the ways medical and social logics operate, complement and conflict in this "transitory space" meant to treat vulnerable people. Indeed, HSN's purpose is to service those who do not have their health card yet, and finally getting users back into the MHS. However, it is not clear that all HSN users want to be part of the MHS as they feel much more comfortable and well treated within the HSN, pushing back the transitory nature of the space created by the HSN providers. With this research, we intend to contribute to a better understanding of the patients' experiences of wellbeing, as well as to the networking and community building in the healthcare sector.

Researchers	Title	2020 Grant Award	Abstract
Kseniia Zahrai, University of Canterbury Ekant Veer, University of Canterbury	The Disposition of Self-Control Interventions for Excessive Social Media Users	$ 2,400	The recent self-control interventions demonstrate fleeting or revocable changes in problematic social media use. The principal focus on limited time and frequency of social media use results in withdrawal symptoms and, therefore, negative rather than positive impact on personal well-being. This research draws on the theoretical frameworks of TCR, dual-system theories and the findings of two previous studies. The current interventions aim to impact key variables of implicit attitude, self-control and impulsive use as antecedents of excessive social media use. In this way, this research focuses on changing attitudes and behavioural outcome rather than external restrictions of time only. Findings of this investigation are expected to provide a deeper understanding of how the same tool which is linked to problematic online behaviour can enhance personal well-being when consumed wisely.
Dipayan Biswas, University of South Florida Annika Abell, University of Tennessee	How Social Media Usage Influences Economically Underprivileged (versus Economically Privileged) Consumers	$ 2,000	There has been a phenomenal growth in social media platforms and usage of social media, over the last few years. There are several positive aspects of social media usage. These include people being able to stay connected with friends and family, having a voice on important topics and conversations, and being able to interact with corporations and other entities directly. At the same time, though, there can be negative outcomes of social media usage on consumer well-being. In this research, we examine one such fallout of social media usage. Specifically, we investigate how the rate of social media usage (i.e., frequency of usage) can differentially influence consumers from varying socio-economic backgrounds in terms of their mental well-being.
(Max) Hui Bai, University of Minnesota	Who Bought All the Toilet Paper? Conspiracy Theorists Are More Likely to Stockpile During the COVID-19 Pandemic	$ 2,000	The current COVID-19 pandemic has changed many people's lives. Some people have responded to the rising of the pandemic by engaging in panic buying behaviors, a phenomenon that has not been well-understood in the past. People who believe in these conspiracies may experience a heightened sense of powerlessness and vulnerability. As a result, they may be particularly susceptible to palliatively and compensatorily engage in the panic buying behaviors (i.e., stockpiling). Supporting this idea, two studies using data from the U.K. (cross-sectional) and the U.S. (longitudinal) show that people who endorse COVID-19 conspiracy theories are more likely to engage in stockpiling behaviors in the past as well as in the future.