



# ASSOCIATION FOR CONSUMER RESEARCH

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## **Media-Specific Persuasion Knowledge of Social Network Sites Users: an Exploratory Study**

Jonas Foehr, University of Bayreuth, Germany

Claas Christian Germelmann, University of Bayreuth, Germany

We investigate whether consumers possess media-specific persuasion knowledge and how it is structured. In an exploratory qualitative study, we identified endemic knowledge structures related to persuasion attempts in social network sites: Our findings suggest that perceived media mechanisms, agent and tactic knowledge interrelate to form media-specific knowledge structures.

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## **When Prominent Logos Can Create Value**

Sara Caprioli, TU Munich, Germany  
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Past research has shown instances when the use of prominent logos can lead to negative consumer reactions. In this research, we show instances when this effect reverses. Seven studies demonstrate that in case products have a performance-related component, consumers have a stronger preference for products with big versus small logos.

## **Embarrassed While Ordering Food? Role of Calorie Posting and Social Context**

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We demonstrate that whether or not calorie information lowers the total calorie of food orders depends on the social (public-private) nature of the situation. We further show that this joint effect of calorie information and social context occurs through motivations of impression management as ordering excessive calories might increase embarrassment.

## **Carpe Diem! Hedonic Experiences Facilitate the Disregard of Sunk Costs**

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Besides enjoyment, hedonic consumption leads to myopic behaviors and enhances a present-moment orientation. This seemingly “myopic” focus reduces the consideration of past and leads to positive outcomes. We show that following hedonic consumption consumers display lower sensitivity to sunk costs. Thus, under particular conditions, embracing hedonics is beneficial.

## **How Consumers React to Tattooed Brand Displays: An Optimal Assimilation/Distinctiveness Perspective**

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Bill Ding, Washington State University, USA  
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While consumers often display tattooed brand elements on their bodies, little is known about how others react to such displays. We propose a conceptual model based on optimal distinctiveness theory that explains consumer reactions to such brand displays in terms of perceptions of the other person and the focal brand.

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