



ASSOCIATION FOR CONSUMER RESEARCH

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Exploring Consumptive Behavior Under Perceived Threat: the Case of Doomsday Preppers

Abdullah A. Aldousari, Rutgers University, USA

The recent natural and man-made disasters made a growing proportion of the populace reevaluate their preparedness for future emergencies. This group of people is collectively known as preppers. Different themes emerged from the data that map on to the theoretical lenses of Belief in Just-World and Terror Management theories.

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Working Papers

Gaze Direction in Print Ads Modulates Product And Brand Memorization

Safaa Adil, University of Rennes 1, France
Olivier Droulers, University of Rennes 1, France

Several studies in neuroscience and psychology demonstrate the role of gaze direction in orienting and modulating perceiver's attention. In marketing, little is known about gaze direction effect on consumer attention toward ads. The current research investigates the influence of perceived gaze direction in ad on product and brand memorization.

Consumption Related Language Brokering: It's not all Fun and Games

Natalie Ross Adkins, College of Business and Public Administration, Drake University, USA

In the U.S. marketplace, consumers of immigrant origin often find themselves in the role of language broker for family and friends with limited English skills. The act of interpreting, translating, and mediating interactions within consumption-related contexts has its rewards, but it also carries consequences for the language broker.

Skin Lightening Practices and Local, Regional and Global Structures of Beauty

Melissa Akaka, University of Denver, USA
Dan Baack, University of Denver, USA
Susan Mudambi, Temple University, USA
Angeline Nariswari, University of Hawaii, USA

This research explores co-creation of meaning and value across cultures. We compare beauty practices across Taiwan and Indonesia. Our initial findings suggest that consumers' perceptions of "whiteness" are influenced by embedded local, regional and global structures. Because of this, skin lightening practices create unique meanings of beauty within each culture.

How Self-Construal and Social Presence Influence Information Processing

Utku Akkoc, University of Alberta, Canada
Jennifer Argo, University of Alberta, Canada

We test and show how the social context moderates the effects of self-construal on information processing. By demonstrating how non-interactive social presence influences the type of processing by individuals with independent and interdependent self-construal, our research advances the literature that examines the effects of self-construal on information processing.

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Shopocalypse! A Religion Movement Fighting Consumption

Renata Andreoni Barboza, FGV-EAESP, Brazil
Carolina Pereira Rezende, UNINOVE, Brazil

Analyzing The Church of Stop Shopping as a new kind of consumer resistance movement our aim is to show how consumers are moving towards via their religion acts of resistance, fighting the consumer culture and the marketer's practices in a fun and different way.