



ASSOCIATION FOR CONSUMER RESEARCH

Labovitz School of Business & Economics, University of Minnesota Duluth, 11 E. Superior Street, Suite 210, Duluth, MN 55802

Thanks For What I've Got and Thanks For What I've Not: the Effects of Two Types of Gratitude on Prosocial Spending For Close and Distant Others

Andrew Gershoff, University of Texas at Austin, USA

Hyunjung Lee, University of Texas at Austin, USA

Across three studies, we distinguish two types of gratitude: 'gratitude for what one has' versus 'gratitude for what one does not have.' By investigating the qualitative differences between the two, we empirically show that the former promotes spending for close others while the latter promotes spending for distant others.

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Impact of Retail Color Combinations on Luxury Brand Perception: The Roles of Category Knowledge and Centrality of Visual Product Aesthetics

Eun-Jung Lee, Kookmin University, South Korea
JiYoung Cho, Kent State University, USA

3D-simulated renderings were developed as experimental stimuli, reflecting two in-store color combinations for distinct luxury levels (high versus low). The perceived luxury level of in-store color combinations significantly affected brand luxury images, while the effect partially varied by the levels of category knowledge and centrality of visual product aesthetics.

The Differential Effectiveness of Scarcity Message in On-line Advertising

Eun Mi Lee, Pukyong National University, South Korea
Jung Ok Jeon, Pukyong National University, South Korea
Qin Li, Liaoning Normal University, China
Hyun Hee Park, Kyungpook National University, South Korea

This study aims to explore the relative effectiveness of scarcity message types on consumers' impulse purchases online in Korea and China. Moreover, it attempts to examine the moderating roles of message framing and the need for cognitive closure, within which the impact of scarcity message type on impulse buying operates.

Consumers' Self-Persuasion and Brand Transgression

Wonkyong Beth Lee, Western University, Canada
Yang Ye, Western University, Canada

We examine self-persuasion that consumers may adopt to maintain consumer-brand relationships when facing brand transgressions. If consumers have strong brand relationships, they use self-directed, intentional persuasion such as reinterpreting undesired elements of, and suppressing undesired elements of the brands. Consumers' negative emotions may explain consumers' self-persuasion.

The Positive Effect of Guilt: Construal Level, Fit, and Fluency

Yun Lee, Virginia State University, USA

This research investigates the relationship between guilt and construal level. The findings indicate that guilt-laden individuals are more likely to construe information at abstract, high levels (experiments 1 and 2). Further, such fit between guilty feelings and high-level construals leads to more favorable brand attitudes (experiments 3) via enhanced processing fluency.

Consumer Online Information Sharing: Consumer Psychographics and Relational Benefits

Kyungwon Lee, Rutgers University, USA

The purpose is to propose a comprehensive understanding of antecedents and consequences of consumer online information sharing. This research contributes to consumer behavior literature by (a) providing an eclectic perspective by introducing consumer psychographics towards technology in understanding online information sharing; (b) addressing the effects of relational benefits as consequences to online information sharing.

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