



ASSOCIATION FOR CONSUMER RESEARCH

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On Second Thought, It Is Not So Funny: Gender Differences in Emotional Reactivity and Emotional Regulation in Violent-Humorous Ads

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Previous research has found gender differences in responses to violent-humorous commercials. We find that the varied responses are due to differences in emotional reactivity that genders experience i.e. women experience more negative affect. We recommend two different cognitive appraisal strategies for each gender that up- and down- regulate emotions.

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An Examination of Two Distinct Compliance Dependent Services

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This examination is of compliance dependent services (CDS); long-term services. Customers participate to create the service during the face-to-face exchange and must comply with the required role once away from the provider. A pilot study was conducted and offers insight into the empirical study of two distinctly different CDS.

Subcultures as a Learning Community and Sites of Education: Subcultural Schooling for Social Change

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Subcultures are educational sites for social learning and ideological awakenings, yielding to gradual disjunction from the mainstream. Subcultures offer consumers an exciting, effective, and multi-perspectival learning experience by incorporating aspects of identity construction, social imagination and interaction, critical mindset, presentationality and creativity into this mutual learning process for social change.

Entitlement Can Both Decrease and Increase Consumer Susceptibility to Social Influence

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Two studies indicate that entitlement—a sense that one deserves special treatment and is exempt from normal social demands—can both buffer and boost consumers' proneness to social influence. Specifically, study 1 shows that entitlement reduces susceptibility to consistency appeals. Study 2, however, indicates increased susceptibility to certain scarcity appeals.

The Word of a Power Holders' Mouth

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Derek Rucker, Northwestern University, USA
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Through five studies we provide insights into the relationship between power and word of mouth (WOM) by showing that power moderates people's tendencies to refrain from transmitting negative WOM, and by showing that people value WOM from a power holder more than WOM from people of equal or lower power.

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