



ASSOCIATION FOR CONSUMER RESEARCH

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Psychological Ownership As a Precursor to Sunk Cost Effects

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Our research examines the role of psychological ownership as an underlying mechanism in sunk cost effects. A mediation analysis found support for the notion that psychological ownership is a precursor to both feelings related to an object and sunk costs. Our findings suggest that psychological ownership may follow a step-function.

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Are Consumers Ready for “Made in the World”? Acceptance and Consequence of “Made in the World” Label

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Today, very few products are designed and manufactured in one country. Nevertheless, laws require “Made in country” labels. World Trade Organization’s “Made in the World” concept attempts to address this issue. This paper investigates conditions that influence consumer acceptance of such a label and its effect on perceived quality.

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Plush Bear or Metallic Bear?

The Effect of Social Exclusion on Consumer Preference for Different Product Textures

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The current research investigates the influence of social exclusion on consumer preference for products with different textures. Across three experiments, our findings indicate that socially excluded consumers prefer products with soft texture than the socially included ones. The boundary condition of this effect is documented in this research.

Large Assortments Are a Double-edged Sword: How Perceived Variety and Perceived Choice Difficulty Jointly Predict Consumers’ Satisfaction

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High variety assortments are a double-edged sword. On one hand perceiving large variety is attractive, on the other hand choosing from it can cause perceived choice difficulty. Using mass-customizations tools our two studies show how both antipodal processes jointly determine consumers’ satisfaction with the customized product.

Consumers and Their Celebrity Brands: How Narratives Impact Attachment Through Communal Relationship Norms

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Despite pervasive consumer and marketer interest in celebrities, little is known about how they build relationships with consumers. A theoretical model of celebrity brand attachment is developed based on narrative transportation theory. Two experiments demonstrate that various celebrity brand narrative types differentially affect relationship norm communality and, ultimately, consumer attachment.