



ASSOCIATION FOR CONSUMER RESEARCH

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Saving “My” Environment – the Influence of Knowledge on Psychological Ownership

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Feelings of ownership can have powerful consequences. We examine what brings about psychological ownership (PO) for the environment. We focus on the role of knowledge and find that measured (Study 1) and manipulated (Study 2) perceived knowledge predict PO for the environment.

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Assembling A Voice of A Generation

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This research extends theory on single serial brands, audiences at the aggregate level, and brand assemblage, disassemblage, and reassemblage. We ask how fans and non-fans of the HBO show *GIRLS* disassemble the show's brand narrative across social media platforms. Then, we explore how the brand reassembles through incorporating on-line disassembly.

Of Two Minds About Eating: How Thin Human-Like Sculptures Help to Resist Tempting Food

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Two studies indicate that a subtle environmental cue, a screensaver showing an artwork with thin human-like figures by Alberto Giacometti, activates a weight-related eating motive and reduces the intake of not only tempting unhealthy, but also healthy food. The cue particularly influences restrained eaters.

How Sense of Power Influences Generation of Online Advice

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Does the internet enable powerful consumers to act pro-socially while satisfying their need for power? In four studies, we demonstrate that sense of power facilitates on-line advice generation, that need for power moderates this effect, and that the availability of others' opinions weakens it.

Communication Strategies for Conveying a Partial Reduction in Negative Product Attributes

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The results of four experiments show that the communication of partially reduced negativity of a product attribute will lead to higher (lower) product evaluations among consumers who are incremental (entity) theorists. This communication effect is mediated by confidence in the reduced negativity information, and moderated by the framing of the information.

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