



# ASSOCIATION FOR CONSUMER RESEARCH

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## **A Finite Pool of Worry**

Brian Huh, Columbia University, USA

Ye Li, University of California Riverside, USA

Elke Weber, Columbia University, USA

People have finite cognitive resources in dealing with news. We tested the "finite pool of worry" hypothesis: Does worrying about one issue reduce worrying for other (perhaps more) important issues? We show that inducing concerns about an issue increases worry for that issue at the expense of other important issues.

### **[to cite]:**

Brian Huh, Ye Li, and Elke Weber (2016) , "A Finite Pool of Worry", in NA - Advances in Consumer Research Volume 44, eds. Page Moreau and Stefano Puntoni, Duluth, MN : Association for Consumer Research, Pages: 737-737.

### **[url]:**

<http://www.acrwebsite.org/volumes/1022485/volumes/v44/NA-44>

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## **Responses to Injustice: Affect, Threats to Social Self-Esteem, and Materialism**

Feifei Huang, Chinese University of Hong Kong, China  
Robert S. Wyer Jr., Chinese University of Hong Kong, China

Five experiments demonstrate that people become more materialistic when the retributive and distributive justice of their misfortune are both high or both low. These effects are driven by the intention to boost social self-esteem and to eliminate the negative affect that results from the loss of this esteem.

## **The Effect of Personal Relationships on Pro-social Giving Behavior: Faith Based Giving**

Jane Hudson, Plymouth University, UK  
Jen Shang, Plymouth University, UK

How does the nature of our religious and personal relationships impact on our pro-social faith based giving behavior? We explore through experimental research how ‘knowing’ and ‘caring’ relationships with others influences financial generosity. Findings suggest ‘caring’ about siblings spouses and friends makes us more generous.

## **A Finite Pool of Worry**

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People have finite cognitive resources in dealing with news. We tested the “finite pool of worry” hypothesis: Does worrying about one issue reduce worrying for other (perhaps more) important issues? We show that inducing concerns about an issue increases worry for that issue at the expense of other important issues.

## **Creative Power of Unique Fashion: Identifiable by Others or Exclusive for Yourself**

San Young Hwang, Korea University, Korea  
Nara Youn, Hongik University, Korea  
Min Jung Koo, Sungkyunkwan University, Korea

We find that extraversion moderates the behavioral priming effect of unique fashion on wearers’ creativity. “Self-awareness of being in the social spotlight” mediated the relationship for extraverts wearing bluntly unique clothing and “self-awareness of own distinctiveness that others don’t notice” explained the effect for introverts wearing clothe with hidden uniqueness.

## **Retailer Pricing as Reassurance: Discounts and the Transaction Utility of Conflicted Consumers**

Chris Hydock, Georgetown University, USA  
Luc Watieu, Georgetown University, USA

Retailers often either follow “every-day low pricing” (EDLP) or “high-low” (Hi-Lo) models; recent research finds that consumers’ perceive the EDLP model to be cheaper. This research indicates that despite the price perceptions Hi-Lo pricing offers consumers particularly price-quality conflicted consumers transaction utility not available through EDLP.