



ASSOCIATION FOR CONSUMER RESEARCH

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Perceived Age of a Name: Adopting Age-Based Names in Over-The-Top Media Content

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With media content exploding, there is a need for character names befitting to their age. Names from the Indian voters' list and over-the-top media were analyzed using sound symbolism. When vowel and consonant sounds are of consistent frequency, names with high-frequency sounds are perceived younger than names with low-frequency sounds.

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Are Co-branding Products More Attractive? Understanding the Role of Consumer Innovativeness and Self-construal

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In this study we intend to develop and test a model considering that the consumers prefer co-branding product via consumer innovativeness. We further examined the moderation role of self-construal such that positive effect is stronger when individual is in a predominantly interdependent.

Effects of Masculinity and Femininity Incongruence on Consumer Responses to Brands

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This research examines the effect of incongruence between consumers' gender identity and brand gender. Two studies find a significant main and interaction effect of masculinity and femininity incongruence on consumer-brand boundary—the perceived psychological distance between a consumer and a brand—and affective cognitive and relational brand responses.

Self-Other Differences in the Perceived Efficacy of Self-Enhancement Products

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We tested if judgments of self-enhancement products' efficacy differ according to whether a product user is the self or someone else. In two pre-registered studies we found that people believe that self-enhancement products will be more efficacious for others than for themselves and that usership moderates this self-other difference.

Maximizing What? The Effect of Maximizing Mindset on the Evaluation of Product Bundles

Lan Xia, Bentley University, USA
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Do maximizers value product bundles higher than satisficers? We propose that it depends on whether maximizers try to maximize the value of the individual products or that of the entire bundle. The focus of the maximization is influenced by the presence of a discount. Results from three studies are presented.

Robots Don't Discriminate: Financial Resources, Age, and Preference of AI in Service

Lan Xia, Bentley University, USA

Do consumers prefer robots or humans in service contexts? Our studies show that controlling for self-efficacy and AI performance preferences for AI vary by customer characteristics such that older consumers of lower (vs. higher) financial status tend to prefer robots more due to the expected service they obtain.

Penny Wise and Pound Foolish- The Interaction Between Ease of Comparison and Cognitive Effort And Its' Impact On Preference And Choice Change

Na Xiao, Laurentian University, Canada

It is proposed that the interaction between ease of comparison and cognitive effort determines the importance of attributes. It is demonstrated that when cognitive effort to process information about choice-options is high (vs. low) consumers will give weight to ease-to-compare attributes in comparison therefore preference and choice change.