



# ASSOCIATION FOR CONSUMER RESEARCH

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## **Transforming Homo Mechanicus Into Homo Ludens: Assembling Playfulness For Self-Care**

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Contextualizing assemblage theory, this study explores how individuals engage in ludic aspects of virtual communities. A netnographic study of a natural online self-care quest reveals transformations within the community, the individuals, and the discourse. Each level goes through a four-stage stabilization process of ignition, connection, discovery, and strength.

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## Heal Your Soul: Intimacy Value of Indulgent Foods

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Although indulgent foods are unhealthy, they can bring positive affective values. In two studies, we demonstrate that consumers associate indulgent foods with intimate relationships, thereby drawing intimate feelings from consuming indulgent foods. As such, consumers prefer these foods more when feeling threats to their close relationships.

## Transforming Homo Mechanicus into Homo Ludens: Assembling Playfulness for Self-Care

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Contextualizing assemblage theory, this study explores how individuals engage in ludic aspects of virtual communities. A netnographic study of a natural online self-care quest reveals transformations within the community, the individuals, and the discourse. Each level goes through a four-stage stabilization process of ignition, connection, discovery, and strength.

## Contagious Disease Threat Can Reduce Healthy Behaviors

Felipe M. Affonso, University of Florida, New Zealand  
Juliano Laran, University of Basel, Switzerland  
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Consumers are often under contagious disease threat. Although healthy behaviors prevent the risk of many diseases, we show that, ironically, the threat of a contagious disease reduces engagement in healthy behaviors. We propose this happens because the risk associated with getting a contagious disease makes other health-related risks less salient.

## Whose Values Come Out on Top When Making Decisions for End of Life?

Daniel Lewin, University of Liverpool, UK

Patients' values and beliefs are important in making decisions for their end of life. In care planning discussions, whose values come to the fore and whose are secondary? This study sought to identify how to help patients' values to be acknowledged while still receiving needed guidance in decision making.

## Current Preference from Early Life Experience: The Impact of Childhood SES on Variety-Seeking

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Jooyoung Park, Peking University HSBC Business School, China  
Jihoon Jhang, University of Central Arkansas, USA  
Jaehoon Lee, Florida International University, USA  
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While prior research on variety-seeking focuses on *current* individual or situational factors, little is known about how *past* life experiences influence variety-seeking. Variety-seeking was stronger for higher-SES childhoods. This effect disappeared when the decision was made for others (vs. themselves) and within the same brand (vs. across different brands).