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ASSOCIATION FOR CONSUMER RESEARCH

Labovitz School of Business & Economics, University of Minnesota Duluth, 11 E. Superior Street, Suite 210, Duluth, MN 55802

14-S: Liminality in Consumer Research

Laetitia Mimoun, HEC Paris, France

Fleura Bardhi, City University of London, UK

This article integrates disparate consumer research on liminality, a transitional state of betwixt and between. It introduces a theory of consumer liminality, including a theoretical framework explaining what liminality is and what structures it, and the concept of liminal consumer performances, which captures how consumers do liminality.

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6-D: On Biological Origins of Materialism

Uwe Messer, University of Bamberg, Germany
Alexander Leischnig, University of Bamberg, Germany
Elisabeth Distler, University of Bamberg, Germany

Drawing from biological research on prenatal testosterone and status drive we examine the relationship between digit ratio (a proxy of prenatal testosterone exposure) and materialism showing that higher exposure is linked to higher materialism in men. A potential reason is that men are more strongly predisposed to focus on possessions.

14-S: Liminality in Consumer Research

Laetitia Mimoun, HEC Paris, France
Fleura Bardhi, City University of London, UK

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20-H: Perseverance of the Underdog Effect in the Face of Negative Reviews

Dong-Jun Min, University of New Orleans, USA
Anja Luethi, University of New Orleans, USA
Kyeong Sam Min, University of New Orleans, USA

People like rooting for underdogs. However it is questionable whether their support for an underdog's brand continues even after they hear something negative about the brand. In this research we examine when and why negative reviews are more detrimental for a top dog's brand compared to an underdog's brand.

1-H: The Effect of Abstract Versus Representational Art Imagery on Product Luxuriousness Perception And Evaluation

Tingting Mo, Zhongnan University of Economics and Law, China
Xiaoyan Deng, Ohio State University, USA

This research demonstrates that applying abstract (vs. representational) art imagery to product design increased consumers' perceptions of product luxuriousness and enhanced purchase intention (experiments 1 & 3). However this "luxury infusion" effect is much reduced for higher (vs. lower) value products (experiment 2).

4-O: Tension and Trust: Crossing the Border Between Hybrid Economies and Home

Michael Moorhouse, Western University, Canada
June Cotte, Western University, Canada

Research into sharing (Belk 2010 2014) and hybrid economies (Bardhi and Eckhardt 2012; Scaraboto 2015) has blossomed. We outline a conceptual framework to organize theory and research on the trust required and tension inherent in sharing exchanges in one's home.

8-B: Eliminating the Paper Trail: Consumers Prefer Using Cash over Cards for More Painful Purchases

Joshua Morris, Stanford University, USA
Szu-chi Huang, Stanford University, USA

We propose that when consumers make more painful purchases (e.g. due to guilt or low transaction utility) they will be more likely to use cash than a debit or credit card in order to reduce their "paper trail" and the likelihood of recalling their painful financial activity in the future.