



ASSOCIATION FOR CONSUMER RESEARCH

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

Bidirectional Context Effects Between Taste Perception and Simulation

Kao Si, The Chinese University of Hong Kong, Hong Kong

Yuwei Jiang, The Hong Kong Polytechnic University, Hong Kong

Results from three experiments show that bidirectional context effects exist between taste perception and mental simulation of taste. Specifically, tasting (mentally simulating the taste of) a salty food item makes consumers judge a subsequent simulated (actually tasted) sweet food item to be sweeter.

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Impact of Consumption Related Bragging of Others on Consumers' Self-Presentation and Self-Perception

Tejvir Sekhon, Boston University, USA
Barbara Bickart, Boston University, USA
Remi Trudel, Boston University, USA

As consumption related bragging is becoming more pervasive, it is important to understand its effects. We show that consumers exposed to high status (as compared to low status) consumption experience posts of others mention higher status brands they own in a given product category and subsequently infer that this product category is more important to them.

When the Worst is Not so Bad: Unhelpful Reviews Enhance Positive Impressions

Meyrav Shoham, William Davidson Faculty of Industrial Engineering and Management, Technion - Israel Institute of Technology
Yael Steinhart, Recanati Graduate School of Business, Tel-Aviv University, Israel
Sarit Moldovan, William Davidson Faculty of Industrial Engineering and Management, Technion - Israel Institute of Technology, Israel

The addition of a negatively framed unhelpful user review to a set of positive reviews can enhance product appeal. We argue that such reviews increase the positive reviews' perceived value, bolstering their impact. Three studies demonstrate this effect compared to when the unhelpful review is framed positively or not included.

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Results from three experiments show that bidirectional context effects exist between taste perception and mental simulation of taste. Specifically, tasting (mentally simulating the taste of) a salty food item makes consumers judge a subsequent simulated (actually tasted) sweet food item to be sweeter.

Looking Forward to Looking Back: How Future Replicability Affects Perceived Temporal Distance to a Past Event

Kao Si, The Chinese University of Hong Kong, Hong Kong
Xianchi Dai, The Chinese University of Hong Kong, Hong Kong

We propose and demonstrate that the less feasible a past event can be replicated (doing it again) in the future, the more distant people feel to that past event. Three experiments examined this proposition and its underlying mechanism.

Rock of Aging: Compensatory Technology and the Sustainability of Fun

Travis Simkins, University of Wyoming, USA
Kent Drummond, University of Wyoming, USA

For the fans who attend them, rock concerts are fun. But bands age, sustaining the fun can be challenging. Our research shows that compensatory technology, coupled with nostalgia, enable bands and fans to "Rock On".

Emotional Work, Rationality, and the Co-Construction of Hope in the Field of Consumer Investment

Andrew Smith, York University, Canada

Building on previous intra-psychic and socio-cultural perspectives on hope, this research investigates how hope is co-created and tempered in a context – financial investment – in which emotion is disparaged. This study explores the ways in which hope is collectively shaped, and it contributes to literature on the social construction of emotion.