ASSOCIATION FOR CONSUMER RESEARCH

Self-Construal As a Cultural Mindset and Its Relevance For Automatic Social Behavior

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Past research has looked at how a context cues cultural mindsets. These mindsets, in turn, trigger cognitive procedures that help collectivists connect and integrate and individualists pull apart and separate. This paper explores how such cognitive procedures impact automatic social behavior upon exposure to a member of a social category.

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28. Impression Management Practices of Stigma-Conscious Communities: The Case of an Online Pro-Smoking Forum

Navin Bahl, University of Hawaii, USA
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We integrate literatures from consumption communities, stigmatization, and tobacco control to understand how smokers engage in impression-management practices to counteract stigma. Results of a netnography unearth impression- management practices (namely, enabling, compromising, and curing) inherent within an online pro-smoking community. We propose implications for theory and practice.

29. Putting Myself in your Shoes: The Role of Identification in Persuasion

Anne Hamby, Virginia Tech, USA
Meghan Pierce, Pontificia Universidad Católica de Chile, Chile
Kim Daniloski, University of Scranton, USA

While source characteristics contribute to persuasion in informational messages, identification with characters is more influential in a narrative context. The results of two studies indicate that level of identification with an author has a positive impact on attitude toward the focal subject in the narrative context.

30. Self-Construal as a Cultural Mindset and its Relevance for Automatic Social Behavior

Geetanjali Saluja, HKUST, Hong Kong
Rashmi Adaval, HKUST, Hong Kong

Past research has looked at how a context cues cultural mindsets. These mindsets, in turn, trigger cognitive procedures that help collectivists connect and integrate, and individualists pull apart and separate. This paper explores how such cognitive procedures impact automatic social behavior upon exposure to a member of a social category.

31. Self-Construal Moderates the Effect of Fear of Failure on Donation Likelihood

Lale Okyay-Ata, Koç University, Turkey
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Zeynep Gürhan-Canli, Koç University, Turkey

This research shows that self-construal moderates the effect of fear of failure on donation likelihood. An independent self-construal decreases and an interdependent self- construal increases donation likelihood. The effects are expected to be mediated by the perceived distance from others, via perceived uncertainty and loss of control.

32. Dynamic Co-Creation: Moving Beyond Foucault to Understand the Ideological Field of Parenting

Alexander S. Rose, University of Arkansas, USA
Robin L. Soster, University of Arkansas, USA
Kelly Tian, University of Wyoming, USA
Randall L. Rose, University of South Carolina, USA

Data from eight depth interviews reveal a dynamic formation process of parental ideology, contrasting sharply with previous mechanistic conceptualizations. The hegemonic discourse of therapeutic culture commodifies familial relations and parental know-how, bringing the parent-child relationship into the market. Both endorsements of, and resistance to, the discourse grant it legitimacy.