



# ASSOCIATION FOR CONSUMER RESEARCH

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## **17-H: Publicity As Justification**

Kao Si, The Chinese University of Hong Kong, China

Xianchi Dai, The Chinese University of Hong Kong, China

Whereas public displays of negative conducts are undesirable, we show a counter-intuitive positive effect of publicity on people's inference and evaluation of negative conducts. Observers evaluate an apparently negative behavior more favorably when it is done publicly than privately. Evidence supports an inference mechanism of the current effect.

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## **2-Z: When Not to Surprise? The Role of Rewards and Communal Mindset on Perceptions of Brand Value**

Sirajul Shibly, State University of New York at Binghamton, USA  
Subimal Chatterjee, State University of New York at Binghamton, USA

We show that surprise relative to certain rewards positively impact brand-value perceptions among consumers who see the rewards as a signal of building a communal relationship. Surprise hurts value perceptions of consumers with less communal mindset particularly for cash rewards (relative to gift cards).

## **14-B: Can't Switch Off: The Impact of an Attentional Bias on Attitudes**

Sunaina Shrivastava, University of Iowa, USA  
Gaurav Jain, Rensselaer Polytechnic Institute, USA  
Dhananjay Nayakankuppam, University of Iowa, USA  
Gary Gaeth, University of Iowa, USA

We show that individuals' attention gets chained in incomplete events even when that attention is normatively unwarranted i.e when the outcomes are known and no further action is needed. We show that such a non-normative chaining of attention leads to negative attitudes towards entities associated with the event.

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## **19-G: Hot Streak! Consumer Inferences from Streaks of Virtuous Choices**

Jackie Silverman, University of Pennsylvania, USA  
Alixandra Barasch, New York University, USA  
Deborah Small, University of Pennsylvania, USA

In three studies we demonstrate that people infer that others are more likely to choose a virtuous option over a vice option after a recent streak compared to other patterns of choices even when holding the base rate of choosing virtue constant. This effect is driven by higher perceived commitment to the virtuous behavior.

## **11-P: The Positive Effect of Moral Licensing on Human Behavior: When a Virtuous Act Motivates You to Work Hard**

Anirban Som, IIM Trichy, India

Moral licensing theory argues that individuals who initially exhibit moral behaviors subsequently resort to immoral behaviors. Literature in the context of moral licensing predominantly highlights the negative consequences of this phenomenon. The current research contributes to this literature by highlighting the positive effects of moral licensing on individuals' behaviors.

## **1-D: Effects of Logo Colorfulness on Consumer Judgments**

Jiaqi Song, Hong Kong Polytechnic University, Hong Kong  
Yuwei Jiang, Hong Kong Polytechnic University, Hong Kong  
Gerald J. Gorn, Hong Kong Polytechnic University, Hong Kong

Consumers have more favorable attitudes toward a brand when its logo contains multiple colors than a single color. This effect is driven by an increase of the perceived product variety of the company and moderated by brand positioning and the external attribution of the logo colorfulness.