



# ASSOCIATION FOR CONSUMER RESEARCH

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## **The Different Impacts of Inter- Versus Intra-Personal Comparison Outcomes on Self-Evaluation and Goal Pursuit**

Kao Si, Chinese University of Hong Kong, China

Xianchi Dai, Chinese University of Hong Kong, China

We propose and show that inter-personal success has greater positive effect on self-evaluation and goal pursuit than intra-personal success whereas intra-personal failure is more devastating on self-evaluation and goal pursuit than inter-personal failure. The strengths of these effects depend on the comparison outcome's implication for goal attainment.

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## **Framing Effects on Individuals' Allocation Behavior**

Sunaina Shrivastava, University of Iowa, USA  
Gaurav Jain, University of Iowa, USA  
Gary Gaeth, University of Iowa, USA  
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We investigate how Context and External-focus/Internal-focus framing influences allocation behavior. Individuals allocate more money to others when External-focus framing shifts the focus from themselves to another individual and allocate less when Internal-focus framing reinforces the focus on themselves. These effects are moderated by the 'asymmetry in this self-other salience'.

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## **Attitudinal Ambivalence: How Is It Stored In Memory?**

Amit S. Singh, Ohio State University, USA  
H. Rao Unnava, Ohio State University, USA

An important consideration in addressing ambivalence in consumers is how consumers represent ambivalence in their minds. Two studies show that dominant and conflicting reactions to objects are stored together in people's minds. Two additional planned studies investigate whether retrievability and situational irrelevance of conflicting reactions affect felt ambivalence.

## **Is it all Relative? The Effect of Number Format on Relative Thinking in Numerical Judgments**

Tatiana Sokolova, HEC Paris, France  
Manoj Thomas, Cornell University, USA

This paper builds on research in behavioral economics and numerical cognition to examine the role of relative thinking in numerical difference judgments across different number formats. We show that relative thinking is weaker for large multi-digit numbers, and decimals since such numbers are harder to represent intuitively.

## **Comparison of the Characteristics of Organic Consumers in Korea by Sales Channels**

Cheolho Song, Seoul National University, South Korea  
Ikhoon Jang, Seoul National University, South Korea  
Young Chan Choe, Seoul National University, South Korea  
Sung Ho Park, Rural Development Administration, South Korea

Despite the importance of sales channels for understanding consumer behavior, few researches on organic consumers in terms of sales channel were conducted. By using purchase data and conducting a survey asking their socio-demographic factors and food-related motivations, we reveal the different characteristics of Korean organic consumers in each sales channel.