

## Articles

---

### Continuity Through Change: Navigating Temporalities Through Heirloom Rejuvenation

Meltem Türe, Gülistan Ger

J Consum Res (2016) 43 (1): 1-25 DOI: <http://dx.doi.org/10.1093/jcr/ucw011> First published online: 19 February 2016 (25 pages)

Abstract Full Text (HTML) Full Text (PDF) Figures & data

### When Boastful Word of Mouth Helps versus Hurts Social Perceptions and Persuasion

Grant Packard, Andrew D. Gershoff, David B. Wooten

J Consum Res (2016) 43 (1): 26-43 DOI: <http://dx.doi.org/10.1093/jcr/ucw009> First published online: 2 March 2016 (18 pages)

Abstract Full Text (HTML) Full Text (PDF) Figures & data

### Too Exciting to Fail, Too Sincere to Succeed: The Effects of Brand Personality on Sensory Disconfirmation



Aparna Sundar, Theodore J. Noseworthy

J Consum Res (2016) 43 (1): 44-67 DOI: <http://dx.doi.org/10.1093/jcr/ucw003> First published online: 18 January 2016 (24 pages)

Abstract Full Text (HTML) Full Text (PDF) Figures & data

### Dynamics of Communicator and Audience Power: The Persuasiveness of Competence versus Warmth

David Dubois, Derek D. Rucker, Adam D. Galinsky

J Consum Res (2016) 43 (1): 68-85 DOI: <http://dx.doi.org/10.1093/jcr/ucw006> First published online: 22 February 2016 (18 pages)

Abstract Full Text (HTML) Full Text (PDF) Figures & data

### How Content Acquisition Method Affects Word of Mouth

Zoey Chen, Jonah Berger

J Consum Res (2016) 43 (1): 86-102 DOI: <http://dx.doi.org/10.1093/jcr/ucw001> First published online: 18 January 2016 (17 pages)

Abstract Full Text (HTML) Full Text (PDF) Supplementary Data Figures & data

### Healthy-Left, Unhealthy-Right: Can Displaying Healthy Items to the Left (versus Right) of Unhealthy Items Nudge Healthier Choices?

Marisabel Romero, Dipayan Biswas

J Consum Res (2016) 43 (1): 103-112 DOI: <http://dx.doi.org/10.1093/jcr/ucw008> First published online: 2 March 2016 (10 pages)

Abstract Full Text (HTML) Full Text (PDF) Supplementary Data Figures & data

### Decision Comfort

Jeffrey R. Parker, Donald R. Lehmann, Yi Xie

J Consum Res (2016) 43 (1): 113-133 DOI: <http://dx.doi.org/10.1093/jcr/ucw010> First published online: 1 February 2016 (21 pages)

Abstract Full Text (HTML) Full Text (PDF) Supplementary Data Figures & data

### The Ant and the Grasshopper: Understanding Personal Saving Orientation of Consumers

Utpal Dholakia, Leona Tam, Sunyee Yoon, Nancy Wong

J Consum Res (2016) 43 (1): 134-155 DOI: <http://dx.doi.org/10.1093/jcr/ucw004> First published online: 14 January 2016 (22 pages)

Abstract Full Text (HTML) Full Text (PDF) Supplementary Data Figures & data

### An Audience of One: Behaviorally Targeted Ads as Implied Social Labels

Christopher A. Summers, Robert W. Smith, Rebecca Walker Reczek

J Consum Res (2016) 43 (1): 156-178 DOI: <http://dx.doi.org/10.1093/jcr/ucw012> First published online: 24 February 2016 (23

pages)

[Abstract](#) [Full Text \(HTML\)](#) [Full Text \(PDF\)](#) [Figures & data](#)

## Why, When, and How Personal Control Impacts Information Processing: A Framework

Anne-Sophie Chaxel

J Consum Res (2016) 43 (1): 179-197 DOI: <http://dx.doi.org/10.1093/jcr/ucw013> First published online: 26 February 2016 (19 pages)

[Abstract](#) [Full Text \(HTML\)](#) [Full Text \(PDF\)](#) [Figures & data](#)

---

## Cover / Standing Material

---

### Front Cover

J Consum Res (2016) 43 (1): i1 DOI: <http://dx.doi.org/10.1093/jcr/ucv061> First published online: 19 May 2016 (1 pages)

[Full Text \(PDF\)](#)

### Editorial

J Consum Res (2016) 43 (1): i2 DOI: <http://dx.doi.org/10.1093/jcr/ucv062> First published online: 19 May 2016 (1 pages)

[Full Text \(PDF\)](#)

### Back Cover

J Consum Res (2016) 43 (1): i3 DOI: <http://dx.doi.org/10.1093/jcr/ucv060> First published online: 19 May 2016 (1 pages)

[Full Text \(PDF\)](#)

### Table of Contents

J Consum Res (2016) 43 (1): i4 DOI: <http://dx.doi.org/10.1093/jcr/ucv064> First published online: 19 May 2016 (1 pages)

[Full Text \(PDF\)](#)