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PREFERENCE FOR FORBIDDEN ENTERTAINMENT PRODUCTS AMONG ADOLESCENT MALES

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ABSTRACT

The theory of psychological reactance (Brehm 1966) and commodity theory (Brock 1968) generally state that individuals may respond to warnings or restrictions in ways that are counter to expectations with products or other items becoming more desirable. This research involves product preferences displayed by adolescent males who are under the recommended age to purchase video games with a restrictive "Mature" label. An experiment involving 156 adolescent males and 143 adult males compares respondent opinions to gaming products with allowed, non-restrictive labels ("Everyone") to those with restrictive labels. Findings suggest that male adolescents less than 17 years of age have a higher preference for video games with labels intended to discourage use for individuals in their age group.

AN EXAMINATION OF MILLENNIALS' ATTITUDES TOWARD GENETICALLY MODIFIED ORGANISM (GMO) FOODS: IS IT FRANKEN-FOOD OR SUPER-FOOD?

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ABSTRACT

Millennials comprise a very large generational group, people born between about 1980 and 2000. Millennials are expected to have a major impact on the future of the world's economy and society in general. As a result, the perspectives of Millennials have been examined in a number of past studies on topics such as technology (savvy or naïve), risk (risk-taking or risk-averse), and political orientation (conservative or progressive). This study seeks to contribute to the literature by helping to clarify the perspectives of the Millennial generation toward foods containing genetically modified organisms (GMOs). While public opinion and regulatory approval seem to be moving in a positive direction for GM foods both in the U.S. and in Europe, there is still considerable debate on the subject. This study reports on a survey of Millennials who are business students regarding attribute dimensions of GMO foods, such as healthy, safe, environmentally beneficial, and authentic. These attributes are all correlated with the intent to purchase GMO-free food. Somewhat surprising, results indicate that Millennials tend to be rather skeptical about GMO foods. Gender differences were found, with females being more skeptical about GMO foods than males. As a result, to effectively market GMO foods, food producers and distributors will need to provide sufficient factual information to counter consumer concerns.

**UPWARDLY MOBILE WITH NO PLACE TO GO:
A CROSS-CULTURAL INVESTIGATION INTO TRUCK
DRIVERS' CONSTRAINED CONSUMPTION
EXPERIENCES IN THE UNITED STATES AND
VIETNAM**

**Scott Rader, Western Carolina University
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Daniel Flint, University of Tennessee
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ABSTRACT

Truck drivers are a vital link between nearly all producers and consumers in an increasingly integrated global supply chain environment. In spite of this viable market segment, little attention has been paid to this group as consumers. In an effort to better understand their consumption-related experiences, a cross-cultural qualitative study was conducted with truck drivers in the United States and Vietnam. It was discovered that truck drivers are highly mobile workers, yet significantly restricted consumers. In the spirit of grounded theory, the methodology used in the paper, the conceptualization of truckers' restricted consumption was cast against that of similarly constrained ghetto consumers.

