Boomerang Effects of Low Price Discounts

Dinesh Gauri, Syracuse University
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The authors show that providing a low price discount (vs. none) can lower purchase intentions and incidences under certain conditions—when discounts are low and purchase volume is small. This effect disappears when purchase volumes are large, consumers weight all attributes equally.

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6. **Healthy Versus Tasty: A Canadian test**  
Michael Basil, University of Lethbridge  
Olivier Trendle, Grenoble Ecole de Management  
Carolina Werle, Grenoble Ecole de Management

Foods promoted as “healthy” are often assumed to be less tasty. However, this association appears to vary across cultures. This research examines the association among Canadian students. Using both explicit and implicit measures, we found participants more likely to consider healthy foods to be tasty.

7. **Impact of Power on the Persuasion of Fear Appeals in Green Advertising**  
Shankha Basu, Nanyang Technological University, Singapore  
Sharon Ng, Nanyang Technological University, Singapore

Power influences the persuasiveness of fear appeals in green advertising. Three studies show that high power leads to lower persuasiveness of fear appeals in green advertising. This is especially so when the consumer’s attention is focused more on the personal threat than on the environmental threat implied in the ad.

8. **Feeling Hot, Hot, Hot: Activation of Hot and Cool Mental States through Embodied Sensory Experiences**  
Rishtee Batra, Indian School of Business, Hyderabad, India  
Tanuka Ghoshal, Indian School of Business, Hyderabad, India

Our research examines the metaphorical link between the physical experience of hot (spicy) tastes and mental representations of hot-headedness. We find that people rate others as more hot-headed when experiencing hot (spicy) tastes and that such hot tastes also impact self-judgments and people’s own responses toward ambiguously aggressive actions.

9. **Memorable Experience Desires: Getting Into the Mind of the Luxury Hotel Consumer to the Year 2020**  
Jorn H. Buhring, The Hong Kong Polytechnic University, School of Design  
Barry O’Mahony, Swinburne University of Technology, Australia  
John Dalrymple, Swinburne University of Technology, Australia

Profound changes have been observed in how tourists engage with destinations, attractions and hotels, while increasingly seeking memorable experiences. Making use of Pine and Gilmore’s experience framework, this forward-looking study engaged luxury hotel guests in depth interviews to identify primary memorable experience generator categories of the future luxury hotel room.

10. **Skepticism Towards Advertising and Consumers’ Response to Slogans**  
Gaelle Bustin, Universitat Pompeu Fabra, Spain  
Maria Galli, Universitat Pompeu Fabra, Spain

Past research found slogans to generate “reactive” behavior, leading consumers to behave contrary to the advertiser’s intentions. We examine the moderating role of individual differences in skepticism towards advertising. We find that slogans have negative effects for consumers highly skeptical towards advertising, but positive effects for non-skeptical consumers.

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