Just Give Me a Story: an Explorative Study of Microfilm

Chi-cheng Wu, National Sun Yat-sen university, Taiwan
Ching-Ya Weng, National Sun Yat-sen university, Taiwan
Pei-wen Fu, National Sun Yat-sen university, Taiwan

This study aims to explore the new advertising tool-microfilm. By both qualitative and quantitative studies, we identify consumers’ schema toward microfilm. We further compare microfilm with emotional appeal advertising. Results indicated that an effective microfilm should contain a well-design plot but without intentional product insertion.

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24. When Do Opinion Leaders Spread Word-of-Mouth? The Moderating Role of Brand Strength and Performance

M. Deniz Dalman, Graduate School of Management, Saint Petersburg State University, Russia
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While Word-of-Mouth (WOM) has been studied extensively in the marketing literature, brand effects on WOM are scarcely researched. In this research our objective is to fill this gap in literature by investigating how and when opinion leaders (vs. other consumers) choose to spread WOM for brands varying in strength.

25. Reflecting on Young Women’s Carnivalesque Ritual Alcohol Consumption

Emma Dresler, Massey Business School, Massey University
Leigh Parker, School of Design and Photography, Universal College of Learning
Margaret Anderson, Massey Business School, Massey University

Alcohol, as a product, is generally consumed in the pursuit of pleasure. The study adopted the theoretical framework of melding Bakhtin’s theory of carnival with ritual consumption to explore how young women navigate the temporal and spatial boundaries, to legitimise their experience of collective hedonistic alcohol consumption.


Xiucheng Fan, Fudan University, China
Jing Wang, Fudan University, China

Our studies explore the effects of social interactions on creative behavior. Compared with socially accepted condition, we distinguish two types of social exclusion instances, being rejected and being ignored. With several experimental studies, we find that ignored experiences lead to lower task intrinsic motivation and creativity (flexibility and originality dimension).

27. It’s not Necessarily What You Say, but Who You are That Matters! Effect of Identity Awareness and Review Quality

Cheng-Hsi Fang, Chien Hsin University of Science and Technology, Taiwan

An experiment was carried out to test whether identity awareness (virtual identities vs. real-life identity) and review quality changed the purchase and sharing intentions of consumers. Results show that when interacting in a community such as Facebook, in which users typically reveal their real-life identity, low-quality product reviews can have a profound effect on the purchase intentions of consumers.

28. Just Give Me a Story: An Explorative Study of Microfilm

Pei-wen Fu, National Sun Yat-sen University, Taiwan
Chi-cheng Wu, National Sun Yat-sen University, Taiwan
Ching-Ya Weng, National Sun Yat-sen University, Taiwan

This study aims to explore the new advertising tool-microfilm. By both qualitative and quantitative studies, we identify consumers’ schema toward microfilm. We further compare microfilm with emotional appeal advertising. Results indicated that an effective microfilm should contain a well-design plot but without intentional product insertion.

29. Economic Knowledge And Intelligence Predict Long-Term Saving in Children at The Age From 7 to 9

Agata Gąsiorowska, University of Social Sciences And Humanities, Poland
Tomasz Zaleskiewicz, University of Social Sciences And Humanities, Poland

Research on saving and financial policy often overlook young children as agents capable to save in long-term. We conducted two long-term studies examining children’s behavior in saving game. We showed that the propensity to save is related to the level of economic knowledge, children’s intelligence and the source of money.