Cross-Cultural Differences in the Regulation of Negative Specific Emotions

Hagar Tubis, Ben-Gurion University of the Negev, Israel
Hila Riemer, Ben-Gurion University of the Negev, Israel

Motivated to feel good, people tend to engage in behavior that may decrease or eliminate negative emotions (i.e., emotion regulation). We propose that individualists (vs. collectivists) are more likely to regulate ego-focused negative emotions (e.g., frustration) versus other-focused emotions (e.g., shame). One study demonstrates this effect. Additional studies are proposed.

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6. Opinions and Preferences toward Green Marketing Communications: Mexico’s Case
Sara I. García López, Tecnológico de Monterrey, Mexico

Green marketing communications has presented lack of credibility in much of consumers. However, many multinational and national companies in Mexico have persevered in communicating a pro-environmental image to get consumers’ preference. This article provides information about opinions and preferences toward green marketing communications in an emergent country.

7. Show Me the Money! What Consumers Prefer in a Discount Promotion
Eva M. González, Tecnológico de Monterrey, México
Eduardo Esteva, Tecnológico de Monterrey, México
Dhruv Grewal, Babson College, USA

The purpose of this study was to investigate differences between percentage-off and cents-off under high and low involvement processes. An experiment was conducted using the following parameters: 2 (high-low involvement) x 2 (cents-percentage). The results suggest that cents-off works better under high involvement, while low involvement revealed no significant difference.

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9. The Effect of Mood on Ad Evaluation: A Cross-Cultural Examination
Lee Hasidim, Ben-Gurion University, Israel
Yaara Offir, Ben-Gurion University, Israel
Hagar Tubis, Ben-Gurion University, Israel
Hila Riemer, Ben-Gurion University, Israel

This research explores cultural differences between individualists and collectivists in the effect of mood on ad evaluation. Two theories – “affect-as-information” and “affect and the expression of culture” – propose distinct predictions. Our results reveal effects that are somewhat consistent with the former theory. Further studies will examine unresolved issues.

10. Service Recovery Influence on Satisfaction and Repurchase Intentions: Examining the Justice Theory Role in the Online Context
Khaled I Khasawneh, UTPA, TX, USA

This study examines if the existence of a fair online service recovery options can influence customers perceived risk and satisfaction levels within such context. The study’s addresses several questions that can help marketers to better understand customers fairness perceptions and their purchase intentions after service recovery process.

11. Thinking About Perceived Goal Progress in Consumer Choice: The Effects of Justification and Assortment Size
Moon-Yong Kim, Hankuk University of Foreign Studies, South Korea

When consumers buy multiple items simultaneously, this research proposes that (1) consumers’ justification for choice will moderate the effect of their perceived goal progress on choice between vices and virtues; and (2) the effect of perceived goal progress on choice between vices and virtues will vary depending on assortment size.