The Effect of Color Harmony in Charity Advertisements on Pro-Social Behavior

Chang Yeop Shin, Hongik University, Korea
Jiyeon Nam, Hongik University, Korea
Nara Youn, Hongik University, Korea

We show when the degree of color harmony used in charity ads evokes disfluency, the path from disfluency to high construal to empathy explains the effect of color harmony on pro-social behavior. Moderate (vs. low or high) level of disharmony between colors led to enhanced pro-social behavior.

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32. The Effects of Seeing Attractive Women Pictures on Females’ Pro-Social Behavior
Xiuping Li, National University of Singapore, Singapore
Meng Zhang, the Chinese University of Hong Kong*

Results from three studies support our prediction that exposure to pictures of attractive women as those portrayed in mass media will enhance other women’s pro-social behavior in unrelated tasks.

33. Tipping Point in Consumer Choice: The Case of Collections
Leilei Gao, The Chinese University of Hong Kong*
Yanliu Huang, Drexel University
Itamar Simonson, Stanford University

We show that owners of one collectible item are no more likely to start collecting than non-owners. Possessing two items, however, significantly increase consumer’s likelihood to collect. This is because two is a difficult-to-justify status quo and collecting serves as a means to justify consumers’ past purchase of redundant items.

34. The Impact of Goals on Inferences and Evaluations of Hybrid Products
Moon-Yong Kim, Hankuk University of Foreign Studies, South Korea*

This research proposes that (1) consumer’s inferences of a hybrid product generating multiple-category inference can change if only one of the key focal goals attached to the hybrid product is activated; and (2) the active goal can lead to a higher evaluation of the hybrid product (i.e., the valuation effect).

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We show when the degree of color harmony used in charity ads evokes disfluency, the path from disfluency to high construal to empathy explains the effect of color harmony on pro-social behavior. Moderate (vs. low or high) level of disharmony between colors led to enhanced pro-social behavior.

36. Shopping in the MRI Tube? A Comparative Ethnography of Consumer Behaviour in and Outside of the Scanner
Niklas Woermann, University of Southern Denmark, Denmark*
Vanessa Dirksen, University of Constance, Germany*

We present an ethnographic study of fMRI research on shopping undertaken in a leading laboratory and show how the consumers taking part experience the process. We then compare this to consumers’ everyday experiences of just that kind of behaviour the fMRI studies focus on. Challenges and suggestions for improvements follow.

Gema Vinuales, University of Rhode Island, USA*
Nikhilsh Dholakia, University of Rhode Island, USA

Curatorship is a natural propensity in the social media. This study explores consumers’ behavior on the fully visual Pinterest B2B corporate sites. Preliminary findings show that individuals’ interest in the imagery of the corporate environment leads to following behaviors. Consumers’ attention is directed towards visuals that generate emotions.