Hot Brands, Hot Cognition: the Effects of Incumbency and Negative Advertising on Brand Preference and Choice—A Longitudinal Field Experiment

Joan M. Phillips, Loyola University Chicago, USA
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The World Cup and the battle between Nike and Adidas to secure leadership of the world soccer market presented an opportunity to examine the impact of negative advertising in a natural setting to identify the conditions under which an attack-brand might use negative advertising to capture leadership from the incumbent-brand.

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156. **Should Firms Apologize After a Crisis? The Moderating Role of Negative Publicity**

Zack Mendenhall, McGill University, Canada
Ashesh Mukherjee, McGill University, Canada

Firms often apologize to consumers after product crises. Prior work suggests apologies improve customers’ attitudes towards the firm. The present research shows apologies only work when negative publicity surrounding the crisis is low. When negative publicity is high, firm apologies do not improve attitude towards the firm.

157. **Does Identifying Ambushers as Non-Sponsors Help or Hurt Legitimate Sponsors? Memory and Attitudinal Consequences**

Clinton S. Weeks, Queensland University of Technology, Australia

Two experiments examine outcomes for sponsor and ambusher brands within sponsorship settings. It is demonstrated that although making consumers aware of the presence of ambusher brands can reduce subsequent event recall to competitor cues, recall to sponsor cues can also suffer. Attitudinal effects are also considered.

158. **The Bad Side of Good: When More Experience Hurts Brands and Marketplace Agents**

Jungim Mun, State University of New York Buffalo, USA
Charles Lindsey, State University of New York Buffalo, USA
Mike Wiles, Arizona State University, USA

Our framework asserts that for an omission error, observers penalize experienced brands/agents (in the form of decreased trust perceptions) more severely than inexperienced brands/agents. The mechanism responsible for this effect is that such errors are more likely to be viewed as intentional attempts to deceive when committed by experienced brands/agents.

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160. **The Company or the Crowd? The Impact of Customer-Led Service Recovery on Satisfaction**

Lan Jiang, University of Oregon, USA
Matt O’Hern, University of Oregon, USA
Sara Bahnson, University of Oregon, USA

This research explores the impact of identity on service recovery satisfaction. Study 1 shows that when recovery fails, consumers prefer customer-provided solutions. Community connectedness mediates this effect. Study 2 shows that consumers’ pursuit of individualistic goals attenuates this effect. Study 3 proposes that increasing participants’ effort mitigates the community-connectedness effect.