The Relationship of Perceived Knowledge With Perceived Risk: an Exploratory Study

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This research explores the relationship between perceived risk and perceived knowledge in the financial investment domain. This will be accomplished through a 2 x 2 experiment comparing levels of knowledge with levels of risk to determine the impact on choice of portfolio in setting up a retirement investment plan.

[to cite]:

[url]:
http://www.acrwebsite.org/volumes/1014616/volumes/v41/NA-41

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20-E: The Influence of Relative and Absolute Differences on Judgments

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We demonstrate that, contrary to previous research on proportion dominance, consumers appear substantially more sensitive to absolute differences than to relative differences. These findings were robust across manipulations and both between- and within-participant. Furthermore, the current research demonstrates that consumers have limited attention available, attending to relative or absolute differences.

20-F: Does 8 of 10 Equal 80 of 100? The Scale Magnitude Effect on Singular Option Evaluation

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This research extends the scale magnitude effect from option comparisons to singular option evaluation. In three studies, we demonstrate that at high percentage levels, “not get” part of the score is focused; therefore large scale magnitude decreases evaluation. Further, regulatory focus moderates the valance of the scale magnitude effect.

20-G: The Relationship of Perceived Knowledge With Perceived Risk: An Exploratory Study

Jacqueline Eastman, Georgia Southern University, USA
Lindsay R. L. Larson, Georgia Southern University, USA
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This research explores the relationship between perceived risk and perceived knowledge in the financial investment domain. This will be accomplished through a 2 x 2 experiment comparing levels of knowledge with levels of risk to determine the impact on choice of portfolio in setting up a retirement investment plan.


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Research has established a high association between cigarette smoking and risky behaviors such as reckless driving but has not demonstrated causality via a true experiment. Individuals intercepted immediately before or after consuming a cigarette gambled for real money. The results show that nicotine consumption increases risk taking.

21-A: Spokespeople in Comparative Advertising: The Role of Spokesperson Type and Comparison Type

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Prior work suggests that using non-firm spokespeople, compared to firm spokespeople, is likely to increase the persuasiveness of advertising. We hypothesize that comparison type can moderate this effect, such that non-firm spokespeople are more persuasive in case of factual comparisons, but this effect is attenuated in case of evaluative comparisons.