When Emotional Messages Are More Abstract: the Effects of Message Frame and Levels of Construal on Negative Attitudes Towards Smoking

Adilson Borges, Reims Management School, France
Marcia Herter, Reims Management School, France

This paper examines the effects of message frame and levels of construal on negative attitudes towards smoking. We show that in abstract construal, emotional (vs. rational) message frame increase negative attitudes towards smoking. However, when concrete construal is activated, emotional and rational messages impact negative attitudes towards smoking similarly.

[to cite]:

[url]:
http://www.acrwebsite.org/volumes/1014797/volumes/v41/NA-41

[copyright notice]:
This work is copyrighted by The Association for Consumer Research. For permission to copy or use this work in whole or in part, please contact the Copyright Clearance Center at http://www.copyright.com/.
17-B: Nutrition Information on Food Menu: Nutrition Involvement and Message Framing Effects

SoYeon Kwon, Purdue University, USA
Sejin Ha, Purdue University, USA

What is an effective calorie labeling strategy that would help consumers to make a healthy food choice? To answer this question, this study examined different ways of presenting calorie information of a combo meal. The extent to which it is moderated by nutrition involvement is also examined.

17-C: The Role of Political Ideology in Reactions to Warning Labels

Mitchel Murdock, University of South Carolina, USA
Caglar Irmak, University of Georgia, USA
James F. Thrasher, University of South Carolina, USA

This research investigates the role of political ideology in consumer reactions to warning labels and demonstrates that when the FDA is associated with the warning label conservatives (but not liberals) decrease their intentions to quit smoking (Study 1) and increase their purchase intentions of unhealthy foods (Study 2).

17-D: “Slim” Cigarettes and Consumer Inferences about Product Harmfulness

Timothy Dewhirst, University of Guelph, Canada

Following the lead of Mick (2006) and the practice of transformative consumer research that aims to improve well-being and inform policy, this study provides an interpretive analysis of the tobacco industry’s consumer research to examine whether the “slims” cigarette product descriptor is likely to be misleading about the product’s harmfulness.

17-E: When Emotional Messages Are More Abstract: The Effects of Message Frame and Levels of Construal on Negative Attitudes Towards Smoking

Marcia Herter, Reims Management School, France
Adilson Borges, Reims Management School, France

This paper examines the effects of message frame and levels of construal on negative attitudes towards smoking. We show that in abstract construal, emotional (vs. rational) message frame increase negative attitudes towards smoking. However, when concrete construal is activated, emotional and rational messages impact negative attitudes towards smoking similarly.

17-F: Natural Consumer

Maria Kniazeva, University of San Diego, USA

To explore the concept of “natural consumer” I turn to the product that represents “the very substance of the natural world” (Wilk 2006) - drinking water. Narratives on the labels of bottled water inform the study. The research objective is to conceptualize the natural way of living as taught by marketers.

17-G: Do Thoughts of Money Influence Peoples’ Health Risk Perceptions?

Johannes C. Bauer, University of St. Gallen, Switzerland
Jochim Hansen, University of Salzburg, Austria
Vicki G. Morwitz, New York University, USA

This research contributes to the psychology of money by showing that merely thinking of money can influence peoples’ health risk perceptions. We provide an emotional account for why thoughts of money make people feel more optimistic about health risks and identify boundary conditions for the effects of money priming.