“The Perfect Driving Machine”: the Effect of Familiarity and Semantic Similarity on Learning and Recall of Brand Slogans

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Familiarity and semantic similarity between originally and newly learned slogans influence both learning and recall of the original slogans. Moderately unfamiliar slogans benefited the most from repeated learning. Learning semantically similar new slogans facilitates recall of original slogans. These findings provide meaningful implications for brands planning to change their slogans.

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06-G: “The Perfect Driving Machine”: The Effect of Familiarity and Semantic Similarity on Learning and Recall of Brand Slogans

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06-H: Why We Love Brands: The Roles of Brand Personality and Brand Trust

Nguyen Pham, Arizona State University, USA
Tin Lam, Vietnam National University, Vietnam

Across two studies, we investigate how brand personality plays a meaningful role in establishing consumer trust on a brand, which in turn increases consumer brand loyalty. Moreover, we demonstrate that this effect is moderated by consumer motivation (i.e., self-verification or self-enhancement) and whether the product is publicly or privately consumed.

07-A: When Bad CSR Happens to ‘Good’ Companies: The Moderating Role of Identification

Bettina Lis, University of Mainz, Germany
Sabine Einwiller, University of Mainz, Germany

Consumer-company identification protects attitudes in the event of negative publicity, but not if negative information attacks the basis of identification. If consumers identify with a company because of CSR, attitudes and behavior deteriorate even more in the event of CSR misbehavior than if consumers did not identify with the firm.

07-B: Shiny Happy Chickens Tasting Good: Ethical Company Practices Affect Consumer Experience

Aner Tal, Cornell University, USA
Brian Wansink, Cornell University, USA

The ethicality of company behavior and food-production has received increasing prominence in the public eye over the past years. The current study shows that the ethics of production influences consumers’ product experience. We suggest that such enhanced experience may be a case of conceptual consumption.

07-C: Effect of CSR Attributes of Food Products on Taste Evaluation, Mediation Role of Naturalness

Hajar Fatemi, McGill University, Canada
Laurette Dubé, McGill University, Canada

This study continues the research about the effect of product-related CSR on product evaluation. Focusing on food and taste perception, we suggest “naturalness” as a mechanism for the effect of CSR on taste. Effects of social and environmental CSR attributes on taste are observed to be different.