How Could You Do This to Me? Brand Betrayal and Its Consumer Behavior Implications

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We outline the conceptual properties and hypothesized effects of brand betrayal, defined as a negative consumer experience resulting from a deceit-based brand transgression directly related to the basis for brand attachment. Two studies consider how brand betrayal influences consumers’ emotions, brand attachment, perceived brand authenticity, forgiveness, and desire for revenge.

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04-F: The Not So Simple Life: Naturecultures of Voluntary Simplicity
Shona Bettany, University of Westminster, UK
Ben Kerrane, University of Manchester, UK

In this paper we use Haraway’s (1991) concept of natureculture to broadly explore one aspect of anti-consumption, voluntary simplicity, in the context of urban stock-keeping. We explore how nature is mobilised as a shifting resource among those adopting a voluntary simplified lifestyle for the home production of eggs.

04-G: Negativity Bias in the Product Prevention Ad Claim
Jihye Park, Hankuk University of Foreign Studies, Republic of Korea
H. Rao Unnava, Ohio State University, USA

This research examined the negativity bias effect when consumers face with a product prevention ad claim. Data from three experiments show that the negative pre-existing attitude toward a brand and a product category stimulated biased information processing to the negative direction.

04-H: Strategies to Resist Advertising
Marieke Fransen, University of Amsterdam, The Netherlands
Claartje ter Hoeven, University of Amsterdam, The Netherlands
Peeter W.J. Verlegh, University of Amsterdam, The Netherlands

In the present research, we developed and validated a scale to measure strategies that people adopt when resisting advertising. In three different studies, ten strategies (e.g., counter arguing, selective exposure, and avoidance) were observed. The scale shows convergent validity when correlated with ad skepticism, resistance to persuasion, and reactance.

05-A: Let’s Break Up: The Action of Tearing Decreases Relationship Bonding
Chun-Ming Yang, Ming Chuan University, Taiwan
Zengxiang Chen, Nankai University, China

Two experiments demonstrate that the concept of relationship is embodied in the physical closeness between objects, and tearing things apart is analogous to the termination of relationship. The effects of tearing are tested in an interpersonal moral judgment task and a negative publicity context.

05-B: The Influence of the Types of Brand Crisis on Consumer's Response: the Moderating Role of Brand Association and Brand-Customer Relationship Strength
Jung Ok Jeon, Pukyong National University, Republic of Korea
Summee Baeck, Pukyong National University, Republic of Korea
Eun Mi Lee, Ross School of Business, University of Michigan, USA

This study investigates the effects of brand crisis on consumer’s response relating to consumer's brand association and brand-customer relationship strength as well as brand crisis types, to understand consumer's internal process of negative information on brands systematically. For this purpose, an integrative approach of qualitative and quantitative methods is conducted.

05-C: How Could You Do This To Me? Brand Betrayal and Its Consumer Behavior Implications
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