Increasing Brand Equity Through Competition

Benjamin Boeuf, HEC Montreal, Canada

This paper focuses on a simple yet unstudied technique of leveraging a sponsorship: the mention of competition. This is the first attempt to measure the combined effects of sponsorship and the mention of competition on attitude. How sponsorship may positively link two competitive brands in increasing equity transfer is considered.

[to cite]:

[url]:
http://www.acrwebsite.org/volumes/1016939/volumes/v42/NA-42

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All Actants on Deck! New Insights for Sustainable Consumption Through a Systemic Investigation of Boating Consumption Practices in the Baltic Sea

Hedon Blakaj, Aalto University School of Business, Department of Marketing, Helsinki Finland
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This working paper argues for a more systemic analyses of sustainable consumption practices, for both clarity of view and opportunity for change. We draw from a multi-method research project that investigates the currently environmentally toxic consumption practices of boat owners in the Baltic Sea area.

The Impact of Materialism on Feeling Financially Inadequate: An Exploratory Study

Dora Bock, Georgia Southern University, USA
Lindsay Larson, Georgia Southern University, USA
Jackie Eastman, Georgia Southern University, USA

This study suggests that those individuals with higher levels of materialism express higher levels of financial inadequacy. While the relationship between income and financial inadequacy is negative, materialism maintained a significant positive effect on perceptions of financial inadequacy, suggesting that materialistic people may be more likely to feel financially insecure.

Inspirational Personalization: Abstract and Concrete Levels of Personalization

Tim Boettger, University of St. Gallen, Switzerland
Oliver Emrich, University of St. Gallen, Switzerland
Leonard Lee, National University of Singapore, Singapore
Thomas Rudolph, University of St. Gallen, Switzerland

Using an extensive field study in furniture retailing, we compare the effectiveness of abstract and concrete messages for active and passive personalization in stimulating consumer response. Results suggest that abstract messages are more effective for active than passive personalization. This effect is qualified by the message’s fit to consumers’ preferences.

Monetary Participation in New Product Development

Benjamin Boeuf, HEC Montreal, Canada
François Durivage, Université de Montréal, Canada

Crowdfunding refers to the monetary side of consumer participation in new product development. To offer a better understanding of why and how consumers involve into the co-production of products, this research develops a categorization of crowdfunders. Based on the analysis of 26 interviews, three profiles have been drawn.

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The Undercover Altruist – How the Fear for Social Sanction may Discourage Moral Behavior

Jan Willem Bolderdijk, University of Groningen, The Netherlands
Gert Cornelissen, Universitat Pompeu Fabra, Spain

Rather than being celebrated, in certain cases moral behavior is met with social sanctions, when perceived as threatening to the observers’ moral self-image. We provide evidence of people anticipating this effect, and avoiding to engage in moral behavior when observed by others.