Exploring the Effects of Original Brand Advertising on Demand For Copycat Products

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In two experimental studies, we find that advertising appeals for original brands can impact purchase intentions for copycat versions of the advertised product. Additionally, we find evidence that attitudes toward copycat versions of the advertised product mediates this effect.

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“Luxury Meets My Implicit Needs”:
Four Prototypes of Luxury Brand Appeals and Their Differential Effects
Fang Wan, University of Manitoba, Canada
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Prior work on luxury focuses on status-driven luxury consumption. We extend this line of work, employ content analysis of luxury brands advertisements, and developed four typologies of luxury. We also examined their interaction effects with consumers’ implicit self-esteem.

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The Effect of Affective State on Consumers’ Pro-social Choices:
Does Good Mood Make People More Environmentally Friendly?
Xin (Cindy) Wang, University of Oregon, USA
Lan Jiang, City University of Hong Kong

The current research posits that environmentally responsible behaviors (ERBs) and non-environmentally related behaviors (NERBs) differ fundamentally and argues that choices between NERBs and ERBs are influenced by a consumer’s affective state. Our study showed that people under positive (vs. negative) affect exhibited a stronger willingness to perform ERBs (vs. NERBs).

Does Mortality Salience Always Lead to Materialism?
The Interplay between Terror Management Theory and Just World Hypothesis
Zhi Wang, The Chinese University of Hong Kong
Feifei Huang, The Chinese University of Hong Kong
Jiajia Meng, Liaoning University
Rober S. Wyer, The Chinese University of Hong Kong

We argue that mortality salience leads to materialism only when people perceive their death as injustice and attempt to compensate. If they perceive their death justice compared to others, however, this materialism will not occur. This paper provides a conceptual framework to examine the boundary conditions of terror management theory.

Mental Traveling Along Social and Temporal Distance:
The Influence of Cultural Orientation on Construal Level
Zhi Wang, Chinese University of Hong Kong, China
Robert S. Wyer, Chinese University of Hong Kong, China

This paper provides an integrated framework in examining the interactive effects of general cultural orientations (e.g., individualism/collectivism and short/long-term orientation) and psychological distance (e.g., social and temporal distance) on construal level. The present research reconciles the mixed findings of previous research on the effects of cultural orientation on construal level.