Integrated Marketing Communications (Imc) As a Critical Component to Building Customer Based Brand Equity

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This paper contributes to an understanding of customer based brand equity. Drawing insights from a survey of the Coca-Cola brand in South Africa, our results reveal that the majority of study participants did not have the attitudinal attachment, active involvement and sense of community that are necessary for brand resonance.

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The Unspectacular Irish Pub: The Themed Retail Environment as a Mise-en-Scene

Aron Darmody, Suffolk University, Boston, USA

I introduce the notion of the mise-en-scene as a means to analyze subtle, allusive and non-spectacular themed retail environments. Through a three-year ethnographic study of five Irish themed pubs I show how a mise-en-scene is created by 1) “Using What we Have”; 2) “Whispered Stories;” 3) Leveraging Consumer Cultural Resources.

Consumer Neuroscience:
Testing Effectual Advertising Using Dense-Array Electroencephalography

Terry Daugherty, University of Akron, USA
Ernest Hoffman, University of Akron, USA
Kathleen Kennedy, Suarez Applied Marketing Research Laboratories, USA
Megan Nolan, University of Akron

Consumer neuroscience methodologies are typically positioned as valuable to advertising firms during a pre-campaign evaluation phase, where neurological responses are used to predict ad effectiveness. We propose that an equally valuable application consists of diagnosing advertising post-campaign and support this claim with preliminary results from a dense-array EEG experiment.

Consumer Patternicity:
Investigating the Influence of Abstract Mindsets on Personal Need for Structure

Alexander Davidson, Concordia University, Canada
Michel Laroche, Concordia University, Canada

Patternicity is a tendency to recognize patterns, even when none exist. Abstract as opposed to concrete mindsets are found to reveal false perceptions about a product’s performance pattern as their personal need for structure increases. This research is the first to explore patternicity through the lens of consumer decision-making.

Goal Commitment and Consistency in Avoiding Temptations

Svetlana Davis, Queens University, Canada

This study proposes that under approach and avoidance motivation, commitment to pursue a goal and avoid temptations are relatively the same at different stages of goal attainment. However, when participants experience goal regress, those primed with avoidance/approach motivation are significantly more likely to pursue the goal/temptations.

Schadenfreude in Sport:
The Emotional Consequences of Affiliating Oneself With a Sport Team

Elizabeth Delia, Department of Sport Management, Florida State University, United States

Numerous scholars have examined BIRGing in regard to sport, however they have not endeavored to understand the influence of such behaviors on individuals’ well-being. The purpose of this study is to understand how fans’ emotions are influenced by the success of a sport team that they publicly affiliate themselves with.