Effect of Paradoxical Advertising on Negativity Bias

Jihye Park, Hankuk University of Foreign Studies

We examined a) if a paradoxical ad produces more positive evaluations as compared to the promotional ad, b) if product negativity with social value influences the evaluation of a paradoxical ad vs. promotional ad, and c) if attitude negativity toward the product induces a boomerang effect of a paradoxical ad.

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Sex Tourism in Transnational Contexts
Nacima Ourahmoune, Neoma Business School

The material and discursive conditions in which affective sexual practices occur in transnational touristic contexts call for an understanding of tourism as a process of extraction and transference of eroticized capital. Unlike previous studies, the findings focus on how participants in transnational liaisons negotiate power, sex, solidarity, and monetary exchanges.

Determinants of Mobile Consumer Engagement: Moderating Role of Mobile Literacy
Sung-hee Paik, School of Business, Yonsei University
Moonkyu Lee, School of Business, Yonsei University

We provide guidelines to promote adoption of mobile information and mobile consumer engagement behavior. We found that the impact of facilitators and inhibitors on intention to adopt mobile information were different for a low versus high product involvement in mobile advertising. Also, we consider moderating effect of mobile literacy.

Attraction and Repulsion to Violent Media: The Role of Justice and Empathy in the Appeal of Violent Media Depictions
Ethan Pancer, Saint Mary’s University, Canada
Martin Pyle, Ryerson University, Canada
Laurence Ashworth, Queen’s University, Canada

People often choose to consume violent media, but research suggests that violence does little to enhance media enjoyment, and often decreases enjoyment. In this research, we investigate the impact of empathy and perceptions of justice to determine conditions under which violent media might appeal to consumers.

Dark Side of Brand Salience in Memory: Spillover to the #1 Brand
Jihye Park, Hankuk University of Foreign Studies
Rao Unnava, The Ohio State University
Jiyoung Ha, Hankuk University of Foreign Studies

This research examined if brand salience in memory is not always beneficial. The market leader brand is blamed or falsely implicated by scandals caused by other competing brands. Brand similarity or typicality had no bearing on these results.

Exploring Possible Causes for a Gender Difference in the Effect of Heaviness on Consumer Evaluation
Jaewoo Park, Chiba University of Commerce, Japan
Hiroaki Ishii, Chiba University of Commerce, Japan
Taku Togawa, Chiba University of Commerce, Japan

This study explores possible causes of why heaviness enhances men’s evaluations, but not women’s. We hypothesize that heaviness is metaphorically linked to the concept of power, and that experiencing heaviness activates the power concept more prominently in men than in women. The results of the Stroop test were as expected.

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