Having Fun With Candy Crush: Second-Screen Media Multitasking Offers Gratifications and (Possible) Benefits For Advertising

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Previous research has shown that media multitasking can harm advertising effectiveness when audiences avoid commercials. However, interviews with multitaskers revealed psychological needs to feel productive, connected and entertained. Findings show that engaging with a second screen is habitual. It can reduce mind-wandering and enhance fun; thus, possibly increasing exposure to advertising.

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Effect of Language Style in Virtual Community on Consumer Purchase Intentions

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This paper examines the impact of language style on consumers’ purchase intention in virtual community and its underlying process. Through one field study and two experiments, we demonstrate that comparing to formal language style, informal style leads consumers to perceive closer psychological distance, which elicits more trust, subsequently increasing purchase intention.

I Don’t Know You Anymore: Effects of Identity-Based Motivation on Responses to Rebranding

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Previous research on consumer responses to rebranding has not drawn much attention in the marketing domain. We extend prior work in this area by considering the identity-based motivation model to further our theoretical understanding of rebranding’s (e.g., brand logo change) impact on brand attitudes and purchase intention.

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Beyond Shopping Orientations: Toward an Intra-individual, Multidimensional Perspective on Shopping Personality Profiles

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This research introduces shopping personality profiles as a new conceptualization of intra-individual variation in shopping orientations. Informed by in-depth interview data, we argue that working toward a multidimensional approach to collections of shopping orientations, shopping personality profiles, will improve both understanding of shopping behaviour and retailers’ market segmentation efforts.

Exploring Psychographic Differences between Preference-Based Segments in a Food Choice Situation

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Food choice often involves contradictory goals, and therefore consumers tend to express different preferences for various product attributes. Previous research shows that individual characteristics influence these preferences. The current study aims to reveal the preference-based consumer segments in a food choice situation and explore psychographic differences between these segments.