Contagion Effects Between Product and Service – When Does the Magic Appear, and When Does It Stop?

Natalie Truong, Norwegian School of Economics, Norway

The current research examines contagion effect between complimentary product and service. In particular, the author proposes that self-threat and the subsequent self-protection strategy is the underlying mechanism of the effect. Further, this research seeks to investigate potential boundary conditions as well as the moderating effect of physical proximity.

[to cite]:


[url]:

http://www.acrwebsite.org/volumes/1017383/volumes/v42/NA-42

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Subcultural Escapades: Radical Self-Expression, Therapeutic Praxis, and Controlled Chaos

Emre Ulusoy, Youngstown State University, USA

Subcultural members discharge their resentment and frustrations through radical, extreme, and chaotic modes yet in a relatively controlled and secure environment relying on the codes, norms, and rituals embraced by subcultural members. As they seek solace in membership in subcultures, they also seek to reinvent the passion, creativity, and fun.

When 698 Victims Receive More Donations than 700 Victims: Effects of Number Roundness on Donations

Noah VanBergen, University of Miami, USA
Jiao Zhang, University of Oregon, USA

This research examines factors influencing the effectiveness of round vs. sharp numbers specifying the number of victims in donation appeals. The authors show that three factors moderate whether sharp (e.g., 698) or round (e.g., 700) numbers lead to higher willingness-to-donate: message framing, psychological distance, and donor characteristics (e.g., NFC).

Cross-Media Advertising Affects Explicit but Not Implicit Consumer Memory

Lisa Vandeberg, University of Amsterdam, the Netherlands
Jaap Murre, University of Amsterdam, the Netherlands
Hilde Voorveld, University of Amsterdam, the Netherlands
Edith Smit, University of Amsterdam, the Netherlands

An experiment on the advantage of cross-media over single-medium advertising showed effects on explicit but not implicit measures of consumer memory. This suggest 1) that cross-media advantages are driven by explicit retrieval mechanisms, and 2) that implicit advertising effects may require more drastic manipulations than (cross versus single-medium) context changes.

Rejection Boosts Brand Desire: The Moderating Role of Self Esteem and Brand Status in the Effect of Brand Rejection

Fang Wan, University of Manitoba, Canada
Pingping Qiu, Monash University, Australia
Daniel Sun, University of British Columbia, Canada
Amitava Chattopadhyay, INSEAD, Singapore

Exclusiveness is one of the hallmarks of luxury brand as the appeal “not everyone can have it” implicitly rejects certain consumer segments. In this paper, we found that brand rejection can heighten brand desire only for high self esteem consumers and when the brand is high status (vs. low status).