Trixy Eyes: Eye-Contact on Packaging Increases Trust and Choice

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Eye contact established by cereal spokes-characters increases feelings of trust and connection to the brand, as well as ultimate choice of the brand over competitors. We demonstrate this across two studies where graphic manipulation of a character to create eye contact increases liking, trust, and choice.

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A Process Based Approach to Individual Level Durable Goods Replacement Intentions

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A positive usage experience will lead to higher likelihood to accept a replacement offer for durable goods as the mental book value is high. We differ from this perspective and argue that when usage experiences are seen as a justification, the intention to replace reduces.

Constructing Identity through the ‘Selfie’: the Case of Instagram

Amandeep Takhar, University of Bedfordshire, UK
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This study contributes to an understanding of how social networking websites such as Instagram impact on identity construction processes. Insights were drawn from multiple data sets generated from university students within the United Kingdom, who used pictures of themselves (selfie’s) to convey and construct an identity that reflected their identities.

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Creating the Unthinkable: Hard to Imagine, Easy to Act

Chenying (Claire) Tang, Arizona State University, USA
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Keisha M. Cutright, University of Pennsylvania, USA
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We examine creativity in sacred domains (e.g., religion, patriotism). Three studies reveal that while people find it uncomfortable and difficult to imagine being creative in sacred (vs. secular) domains, they actually become more creative, and feel more comfort and ease taking on creative tasks in sacred (vs. secular) domains.

Fragile Products and Their Conscientious Owners

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Sean Hingston, Schulich School of Business, York University, Canada
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Evidence from two experiments suggests consumers value fragile products as a means of signaling conscientiousness. However, this relationship only holds when the product has high aesthetic value as this improves its ability to signal. This work ultimately challenges the widely held belief that durability is a universally valued product attribute.

Who Should Tell the Story? Source Effects in Brand Biographies

Ali Tezer, Concordia University, Canada
H. Onur Bodur, Concordia University, Canada
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This research shows that underdog brand biography, compared to topdog brand biography, increases purchase intentions when the brand is the source of information. Positive effect of the underdog brand biography disappears when an independent third-party is the source of information. The narrative transportation model of persuasion explains this source effect.