Seeing Green and Going Green: the Effects of Priming on Environmentally Friendly Behavior

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This research examines how priming the color green leads individuals to act “green.” Across three studies, we examine how priming individuals with the color green leads to an increase in environmentally friendly behaviors. We discuss potential explanations for these results, as well as suggest routes for future research to examine.

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The Mere Presence of a Photo on a Product Label Can Change Taste Perception
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Do photos on product labels affect the perceived taste of the product? With a photo, consumers were more likely to think a wine was better quality, and report it tasted better. These findings fit with the idea that consumers use conceptual fluency as a metacognitive cue to evaluate taste.

The Influence of Visual Art and Regulatory (Non) Fit on Product and Advertisement Evaluation
Danielle Mantovani, Federal University of Parana
Deborah Iuri Tazima, Federal University of Parana
Paulo Prado, Federal University of Parana

We investigate the impact of a visual artwork on product and advertisement attitude in regulatory (non) fit conditions. Results of two experiments indicate that using art in a promotion fit condition is recommended, but for consumers in prevention fit the use of artwork in advertising might cause a negative effect.

Effects of Social Distance on Consumers’ Responses to Company Transgression
Danielle Mantovani, Federal University of Parana
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Paulo Prado, Federal University of Parana

Based on theory of psychological distance, the authors examined how social distance and the severity of transgression influence the relationship between a transgressing company and other (close and distant) consumers. The authors showed that close (vs. distant) consumers could behave more (vs. less) similarly to the victim of the transgression.

The Applicability of Self-Nature Connection Measures in Consumer Research
Christian Martin, University of Lausanne
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Environmental psychologists have developed explicit and implicit measures to assess self-nature identity. Our work-in-progress aims to integrate and extend extant measures, with the goal of assessing their value for consumer research. An aspect of it focuses on an implicit measure, the Self-Nature IAT, and we report our first results.

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