“Looking Good”: the Visual Power of Packaging on Gustatory Perceptions

Sara Baskentli, Baruch College, City University of New York
Stephen Gould, Baruch College, City University of New York

This study attempts to bring some clarity to cross-modal interactions of visual and gustatory senses, specifically, how taste perceptions are affected from the aesthetics of packaging. Overall, the results indicate that attractive packaging creates an implicit bias in taste perceptions that should ostensibly have nothing do with the package itself.

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“Against the Grain”:
A Study of Social Identity Reconstruction in Online ‘Gluten-Free Living’ Communities
Ana Babic, HEC Paris, France
Kristine de Valck, HEC Paris, France
Tina Lowrey, HEC Paris, France

This research investigates the social identity of consumers who deviate from the norm. By means of a netnography, we analyze consumer narratives and discussions across different platforms arising from consumption practices associated with the gluten-free lifestyle. We find that consumers spotlight their deviance to signal expertise and recategorize in-group membership.

Knowing Your Place:
How Status Presentation Affects Participation Intentions in an Online Community
Sara Bahnson, University of Oregon, USA
Lan Jiang, City University of Hong Kong, China
Darren Dahl, University of British Columbia, Canada

This research explores how status presentation (points vs. titles) affects participation intentions in an online community. Titles generate greater participation intentions than points, mediated by community connectedness. Role clarity drives the impact of community connectedness on participation intentions. Degree of community virtuality and level of user engagement moderate the effect.

When Do Political Ideologies Affect Brand Extension Evaluation? The Role of Mindsets
Cristobal Barra, University of South Carolina, USA
Alokparna (Sonia) Monga, Rutgers University, USA

We find that political ideologies affect brand extension evaluations. In a holistic mindset, liberals respond more favorably to dissimilar brand extensions than conservatives. However, in an analytic mindset, there are no differences between liberals and conservatives. These effects dissipate when political ideologies are less central to one’s self-concept.

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I’m Happy to Listen to You. But Tell Me about Your Experiences, Not Your Objects
Wilson Bastos, Catholic University of Portugal, Portugal

We often tell people about our material and experiential purchases; but we also commonly find ourselves in the position of listeners. This work demonstrates that listening about others’ experiences versus objects is a better source of happiness, an effect mediated by the listener’s feeling of social connection with the teller.

Communicating Responsible Behaviour in Tourism through Online Videos: A Cross-Cultural Perspective
Wided Batat, University of Lyon 2
Sonja Prentovic, University of Lyon 2

This research aims to discuss the approaches of tourism professionals to communication on responsible behaviour through sustainable tourism video contents shared on social media indicating cross-cultural differences in three European countries: UK, France and Serbia. The visual method analysis revealed two main approaches: (1) environmental and (2) socio-cultural responsible behaviour.