Positive Affect At the Intersection of Two Cognitive Processes Magnifies the Second Process

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This research investigates the role of positive affect (pride vs. happiness) at the intersection of two cognitive processes. We demonstrate that when a goal of local or global processing is accessible, positive affect will increase the likelihood that individuals adopt the accessible goal in subsequent behaviors.

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Attendees’ Intention to Revisit Tourism Trade Shows:  
The Effect of Environmental Stimuli, Visitors’ Emotions, and Product Knowledge

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Annie Chen, University of Westminster  
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Tzu-hui Li, Ming Chuan University

This paper examines the factors that influence 296 trade visitors’ emotion and revisit intention through a modified Mehrabian-Russell model. It also tests product knowledge’s moderating effect. Findings reveal service quality, interaction with other visitors, information rate, and atmospherics affect visitors’ emotions and then revisit intentions. Moreover, product knowledge moderates environmental stimuli’s influences on visitors.

Dissimilar Extensions Effect on Prestige Brand Image

Theodoro Agostinho Peters, Fei Ignatian Educational Foundation University

The impact of dissimilar extensions on prestige brands via experiment 2x4 – two brands of clothing and four extensions which varies in similarity from intermediate to weak – tests the dilution effect on parent brand image. Results show stronger brand suffers greater dilution effect, and confirm limits for prestige brands’ extensions.

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Two Cognitive Processes Magnifies the Second Process

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This research investigates the role of positive affect (pride vs. happiness) at the intersection of two cognitive processes. We demonstrate that when a goal of local or global processing is accessible, positive affect will increase the likelihood that individuals adopt the accessible goal in subsequent behaviors.

SociaLab: A Living Laboratory for Social Entrepreneurship and Social Change

Meghan Pierce, La Salle University, USA  
Sebastián Gatica, Pontificia Universidad Catolica de Chile, Chile

A case study of SociaLab provides an extended example of how the principles of social entrepreneurship can lead to community development and change through the implementation of a living laboratory where proactive consumers (or prosumers) engage in value co-creation for innovative product design and delivery for impoverished and marginalized consumers.

Effects of Product Location and Trait Self-Control on Healthy Snack Choices:  
When High Self-Control Individuals Buy More Healthy Snacks.

Kunalai Ploydanai, Wageningen University, the Netherlands  
Erica van Herpen, Wageningen University, the Netherlands  
Hans van Trijp, Wageningen University, the Netherlands

This study examines the interplay of product location and trait self-control on healthy snack choices. Results show that when consumers make more product choices before reaching the snack category, this increases ego-depletion and enhances the number of healthy food items chosen by high self-control consumers.