Sponsoring a Rival Has Benefits Too: a Longitudinal Study of Changes in Fan Attitudes Toward Favored- and Opposing-Team Sponsor Brands

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A longitudinal field experiment examined sports fans’ attitudes toward favored- and opposing-team sponsors across time. Measurements at five timepoints showed fans’ attitudes were more positive toward their favored-team sponsors, but that attitudes improved across time toward both favored-team sponsors and opposing-team sponsors. This occurred regardless of intensity of fan identification.

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Sampling of Consumption Experiences

Muyu (Sarah) Wei, University of Alberta, Canada
Gerald Häubl, University of Alberta, Canada

This research examines how the opportunity to freely sample consumption experiences affects consumer search for, and choice of, experiential alternatives. Converging evidence from both the field and the lab suggests that, compared to merely acquiring descriptive information, sampling undermines commitment to a single preferred alternative and diminishes ultimate consumption enjoyment.

Expanding Channel Options Influence on Consumer Control in the Retail Store

Suri Weisfeld-Spolter, Nova Southeastern University, USA
Cindy Rippé, Embry-Riddle Aeronautical University, USA
Yuliya Yurova, Nova Southeastern University, USA
Dena Hale, Southeast Missouri State University, USA
Fiona Sussan, University of Phoenix, USA

This research examines the effect of rapidly emerging channels leading to an empowerment of consumers who use these channels, with increases to their knowledge and control, on their retail store purchase intention, and compares these multichannel consumers (MCC’s) with non-multichannel consumers.

Simply Watching Sports’ Advertisements Makes Me Eat More

Carolina O.C. Werle, Grenoble Ecole de Management, France
Mia Birau, Grenoble Ecole de Management, France

Simply watching sports’ advertisements may increase food consumption, depending on the difficulty of imagining the performed activity. Contrary to intuition, two studies show that exposure to advertisements portraying easy (difficult) to perform sports increases (decreases) subsequent food intake. We propose that imagery and perceptions of goal progress explain these effects.

Want More or Need Less:
Assortment Size Preferences for Hedonic and Utilitarian Products

Sarah Whitley, Boston University, USA
Remi Trudel, Boston University, USA
Didem Kurt, Boston University, USA

The case has been made that consumers always prefer having more options, yet recent research has argued that too many options can be overwhelming. To reconcile the coexistence of these viewpoints, this research explores how assortment size preferences differ due to the hedonic or utilitarian motivation of the product choice.

Disclosing the Underlying Mechanisms of the Gender Gaps in Entrepreneurial Outcomes:
the Role of Implicit Bias and Double Binds

Na Xiao, Ball State University

This research proposes implicit bias and double binds as the psychological and cultural factors, which helps to explain the gender gap in Entrepreneurial Outcomes. Two empirical studies are designed and will be conducted to test the proposed theories.