Politically Charged: What Is the Effect of a Brand Taking a Decisive Political Stance?
Anne Wilson, Georgetown University, USA
Christopher Hydock, Georgetown University, USA

Beyond expressing their sentiment, consumers often vow to take action following brands’ announcements of a political stance. Four studies document the effect of taking a political stance on consumer attitude toward a business, and willingness to sacrifice monetary value. Attitude was mediated by perceived extremeness of a stance and willingness to sacrifice value was moderated by the extent of the sacrifice.

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Consumer Participation in Cause-Related Marketing

Katharine Howie, University of Mississippi, USA
Lifeng Yang, University of Mississippi, USA

This paper explores the effects of cause-related marketing campaigns that require participation and effort from the consumer, a campaign element that has received little research attention. We examine the effects of effort on perceived cause importance, perceived personal role in helping the cause, purchase intentions and participation intentions.

Disgust and Defense:
How Emotions Towards Morally Dirty Money Influence Spending Behavior

Bingyan Hu, Fudan University, China
Liyin Jin, Fudan University, China

Understanding how consumers spending morally tainted money is important because their choices ultimately influence their happiness and well-being. This research find that morally disgust will lead people less willing to use morally dirty money to buy products which are highly attached with themselves, i.e., to buy a backpack seen as the accompaniment of one’s life.

If You May Remember It, I Can Forget It:
Social Identity Preservation by Motivated Forgetting

Li Huang, University of South Carolina, USA
Priyali Rajagopal, University of South Carolina, USA

How are consumer memories about consumption episodes affected when these experiences are shared with others? We suggest that consumers preserve their social identities either by remembering identity-linked memories or by transacting such memories to a collective memory system (sharing with close others), thereby resulting in motivated forgetting.

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The Effect of Overlapping Price Ranges on Price Perception

Saravana Jaikumar, Indian Institute of Management, Ahmedabad, India

The author extends the range theory by examining the effect of multiple price ranges with overlapping anchors on consumer price perception. Three studies provide empirical evidence for the hypothesis that the psychological scale and evoked range for a price range are shortened in the presence of overlapping anchors.

Ordering Effect of Alphabets and Numbers in Alphanumeric Brand Names

Saravana Jaikumar, Indian Institute of Management, Ahmedabad, India
Sanjeev Tripathi, Indian Institute of Management, Ahmedabad, India

The authors explore the differences in consumer perception of alphanumeric brand names when the alphanumeric part begins with a number as opposed to an alphabet. Three studies provide evidence that while traditional alphabet-first names provide a clear sense of hierarchy, number-first names can yield higher premiums.