Positive Effects of Misfit in Sponsorship Relationships: When Misfit Benefits the Brand

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

Extant research has shown consensus that brand’s sponsorship of events that are incongruent (misfit) with the brand beliefs would yield to a negative effect on the brand. In this research, a markness model is proposed, arguing that misfit in sponsorship is not inherently bad but can be beneficial.

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It Must be Good Because I am Drooling:  
Incidental Salivating Experience Affects Product Liking

Chun-Ming Yang, Ming Chuan University, Taiwan  
Wen-Hsien Huang, National Chung Hsing University, Taiwan  
Pei-Wen Fu, National Sun Yat-Sen University, Taiwan

Two studies provide initial evidences supporting the spillover effect of incidental salivating experience on product evaluation. Salivating, caused either by food tasting or olfactory imagery cues, positively affected product liking. This effect was stronger when consumer’s cognitive resources is restricted, but had less influence when people are mindful.

Why are Your Luxuries Perceived as Counterfeits?

Zheshuai Yang, NUS Business School, National University of Singapore

This research examines when and why luxuries will be perceived as counterfeits by others. Based on three studies, I identify two motivations for luxury consumption and demonstrate that luxuries are more likely to be perceived as counterfeits when others infer the consumer having an appearance-expression rather than a competence-expression motivation.

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Extant research has shown consensus that brand’s sponsorship of events that are incongruent (misfit) with the brand beliefs would yield to a negative effect on the brand. In this research, a markness model is proposed, arguing that misfit in sponsorship is not inherently bad but can be beneficial.

Object’s Attributes & Choice Decisions: A Developmental Investigation

Marie Yeh, Loyola University Maryland  
Robert Jewell, Kent State University, USA  
Cesar Zamudio, Kent State University, USA

This study examines how children make tradeoffs among attribute-rich objects and finds that the product attributes children value systematically varies by age and gender with children, ages 5 to 7, and females preferring perceptually salient attributes while children, ages 8 to 12, adults, and males preferring cognitively involving attributes.

Two Facets of Narcissism and Compulsive Buying

Sunghwan Yi, University of Guelph, Canada  
Roisin O’Connor, Concordia University, Canada

Although overt narcissism in compulsive buyers has been recognized in previous research, the role of covert narcissism has not been explored. We simultaneously investigated the association between covert narcissism vis-à-vis overt narcissism and compulsive buying. Furthermore, we explore mediational processes of the overt versus covert narcissism and compulsive buying.

When Highly Curious Consumers Have High Self-Esteem:  
Maximizing the Effects of Augmented Reality in Brand Communication

Mark Yi-Cheon Yim, Canisius College, USA  
Hongmin Ahn, West Virginia University, USA

This study aims to identify personality traits that affect the effects of augmented reality in brand communication. The study demonstrates that both curiosity and self-esteem influence the persuasiveness of augmented reality in brand communication, suggesting they are critical individual differences to consider in predicting consumers’ responses to augmented reality.