Self-Brand Image Congruence Measurement: a New Method

Margaret Hogg, Lancaster University Management School, UK
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This exploratory research examines the congruencies between different aspects of self-image and different brand image perceptions. A newly developed method using a direct with a non-dimension-based approach (Marker Placement tasks using Dartboards) is proposed and used to measure the degree of self-brand image congruence directly, holistically, and graphically.

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“Don’t Buy” or “Do Not Buy”?: Negation Styles and Product Evaluations
Sarah Moore, University of Alberta, Canada
Soyoung Kim, University of Alberta, Canada
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This research investigates how the use of negations—that is, contractions (“isn’t”) versus two-word negations (“is not”)—differentially influences product evaluations in online consumer reviews. Our findings show that in the contraction condition, people evaluate the target product more positively than in the two-word negation condition.

Clarifying Convergent Validity Issues in Prevention Focus Scales: The Relation of Constraint to Prevention Focus
Scott Motyka, Babson College, USA
Raymond Knight, Brandeis University, USA
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Joseph Cunningham, Brandeis University, USA

This paper helps explain convergent validity issues in two major scales of prevention focus (RFQ, Lockwood). We demonstrate that these differences are partially explained by their differential relationship to components of Tellegen’s personality model (traditionalism, control, harm avoidance). We suggest re-conceptualization of prevention focus into expectation- and behavior-related prevention focus.

Health, Wealth, or Beauty? How Consequence Type Influences Temporal Proximity and Vulnerability to Negative Health Outcomes
Mitchel Murdock, University of South Carolina, USA
Priyali Rajagopal, University of South Carolina, USA

Two studies illustrate that highlighting the social and financial consequences of negative health behaviors (e.g. smoking, not flossing) in addition to health consequences increases the perceived temporal proximity of negative health outcomes and amplifies perceived vulnerability.

Can Materialists Reduce Consumption? The Impact of Self-control and Time Orientation
Marcelo Vinhal Nepomuceno, ESCP Europe, France
Michel Laroche, Concordia University, Canada

This study investigates whether high-materialism individuals reduce consumption while still endorsing materialistic values. After conducting two studies and a pre-test, this paper demonstrates that participants who score high in the happiness dimension of materialism have their consumption propensity reduced when their self-control and long-term orientation are artificially increased through priming.

Would Materialists Buy a Counterfeit Even When Most People Know it is Not Legit?
Marcelo Vinhal Nepomuceno, ESCP Europe, France

This study demonstrates that high-materialism individuals are more inclined to acquire a counterfeit when most people cannot identify it as fake versus when half of people would not identify it as fake. However, this finding is obtained with inconspicuous items (e.g. perfumes), but not with conspicuous ones (e.g. bags).

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