Brand Sacredness and Its Cultural Underpinnings

Carlos Torelli, University of Minnesota, USA
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This research contributes to prior literature by experimentally investigating brand sacredness and uncovering its cultural underpinnings. Our findings demonstrate that salience of cultural concepts can increase the sacredness of iconic brands. Furthermore, individuals who value the ideas that traditional culture provides are more likely to ascribe sacredness to brands.

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Reacting to Marketplace Claims: Consumer Moral Skepticism

Jeff Rotman, Ivey Business School, Western University
Gail Leizerovici, Ivey Business School, Western University
June Cotte, Ivey Business School, Western University

Why do some consumers buy the more socially conscious product while others do not? This research examines a unique a personality trait: consumer moral skepticism (CMS). Through 3 studies and a pretest, we validate and demonstrate its predictive ability for consumer reactions and behavior to marketplace claims.

You Drive a Porsche:
Women (Men) Think You Must Be Tall (Short), Intelligent and Ambitious

Gad Saad, Concordia University, Canada
Tripat Gill, Wilfrid Laurier University, Canada

We show that high-status products (e.g., Porsche) are an effective signal of desirable traits in men (e.g., intelligence, ambition). Interestingly, these products have opposing inferences about owner’s height: women perceive a male owning a high-status car to be relatively taller (shorter) than if the same male owned a low-status car.

Does Decision Making Have a Genetic Basis? A Twins Study Analysis

Gad Saad, John Molson School of Business, Concordia University
Richard Sejean, John Molson School of Business, Concordia University
Gil Greengross, John Molson School of Business, Concordia University
Lynn Cherkas, King’s College London

Two studies examined whether decision making styles possess a genetic component. Using a twin study paradigm, we show that identical twins tend to have smaller intra-twin variability when making decisions, compared to dizygotic twins. The results suggest biological factors may play an important role in consumer and decision making research.

Prime Me if You Can:
The Effect of Motivated Tuning on Susceptibility to Priming Procedures.

Sebastian Sadowski, University of Groningen, The Netherlands
Bob Fennis, University of Groningen, The Netherlands
Koert van Ittersum, University of Groningen, The Netherlands

This research examines whether a motivated tuning process (attentional tuning as a function of experiencing or anticipating losses or gains) influences the effectiveness of priming. The results demonstrate that experienced vs. anticipated losses (vs. gains) influence consumers’ attentional scope and as such moderate the effect of goal-relevant priming procedures.