Two Types of Negativity Biases in Comparative Evaluations

Selin Erguncu, Koc University
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We examine the effect of attribute framing on product comparisons and find that perceived difference between products changes with framing. We first identify two types of attribute frames (valence and complementary framing), which lead to two different negativity biases: negativity potency and negativity dominance. In line with our theorizing, our experiments show that, in ‘valence framing’, evaluations of two products differ more when attribute is negatively (vs. positively) framed. For ‘complementary framing’, however, we observe the opposite: perceived difference is larger in positive (vs. negative) frame. Our results also indicate that negative information actually goes through two diverse evaluation processes.

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Pralines From a Smaller Gift Box Taste Better

Michael Dorn, University of Bern, Switzerland
Claude Messner, University of Bern, Switzerland

This study shows that taste ratings of repeatedly chosen pralines decrease more when the gift box is large compared to small. Within their first choices consumers select the most preferred praline less often from the large assortment. These results are discussed in the light of variety seeking and dysfunctional choice.

Is Persuasive Power of Typography Real?

The Influence of Attitude Toward the Typography on Advertising Evaluation

Olivier Droulers, University of Rennes 1 France
Jennifer Amar, University of South Brittany France

In consumer psychology, recent academic works suggest that the way typography affects the reader can play an important role. However little is known about the influence of typography on persuasion in an advertising context. In this research we investigate the role of “attitude toward the typography” on advertising evaluation.

The Weibo of Desire: Accelerating Consumerism in the Social Media Era

Jingyi Duan, University of Rhode Island

This study explores the role of Weibo, the Chinese Twitter, in constructing consumers’ desires and promoting consumerism. Content analysis is applied to over 250 consumption related Weibo postings. Findings show that through idealizing and fantasizing, consumers construct and project their desires by social media which significantly boosts consumerism.

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Challenging The Superiority of Phonological Fluency:
The Role of Product Context and Competing Fluency in Brand Name Recognition

Antonia Erz, Copenhagen Busines School
Bo T. Christensen, Copenhagen Busines School

The results of three laboratory experiments contribute to our understanding of effects of phonological fluency on correct recognition and recall of novel brand names, being relevant to the areas of information processing, memory, and branding. Employing the full range of fluency, the results offer a fine-grained idea of fluency effects.

Ethical Plates are Smaller Plates

Hajar Fatemi, McGill University, Canada
Laurette Dube, McGill University, Canada

Contrary to existing belief that healthy food is less filling, we propose that presenting food as an ethical product will make it to be perceived as both healthier and more filling. In particular, our results show that individuals perceive to need fewer servings of a product with CSR attribute to make them feel full compared to food with no CSR attribute.