To Share Or Not to Share? Antecedents of Brand Content Sharing in Social Media

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We look at source and content of a brand’s tweets as antecedents of a customer’s decision to share that tweet among his/her followers. Our data shows that both source and content interact to effect the customer’s decision with differences across source. Implications and future research is discussed.

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What’s My Age Again? Subjective Versus Physical Age Feedback Moderates Consumer Health-Related Behavior
Daniel Brannon, Arizona State University, USA
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How do changes in a consumer’s subjective age influence their health-related behaviors? Giving people feedback that they are subjectively young, as opposed to old, increases their likelihood of engaging in healthy behaviors. Interestingly, this effect does not exist when given feedback that they are physically young, as opposed to old.

Using Contested Heritage to Reproduce Ideology in Cyprus: The Museum of Barbarism and Vulnerable Consumers
Yalkin Cagri, Kadir Has University, Turkey
Ekant Veer, University of Canterbury, New Zealand

Sites of violence may be used to sustain conflict and reproduce ideology. This study focuses on a dark heritage site, Museum of Barbarism, in the divided island Cyprus and how captive young consumers become vulnerable through visiting the museum. Results suggest that vulnerability is a by-product of sustaining dominant ideology through state apparatuses such as schools and museums by creating and sustaining myths around events that took place.

Achievement Mindsets and Comparative Advertising
Efe Camurdan, Koc University, Turkey
Zeynep Gurhan Canli, Koc University, Turkey
Nilufer Z. Aydinoglu, Koc University, Turkey

Research on comparative advertising has been broad, but research on the distinction between direct and indirect comparative advertising has been limited and yielded mixed findings. In this essay, we show that the activation of different achievement mindsets through priming moderates the effectiveness of direct and indirect advertising claims.

Urban Reconfiguration, Heterogeneous Community Collaboration and the Co-Construction of Shopping Experiences.
Flavia Cardoso, Universidad de San Andres - ESCP Europe
Florence Pinot, ESCP Europe - CERALE
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The concentration of diverse minority groups in urban areas is becoming frequent yet the phenomenon of heterogeneous community interaction has been given relatively little attention as research has privileged the homogeneity of groups (Thomas et al, 2013). This work analyses how heterogeneous groups interact and co-produce shopping experiences.