Brand Mythology and Communication of a Hero Identity: a Case Study of Player’s Cigarette Marketing

Timothy Dewhirst, University of Guelph, Canada

In the spirit of transformative consumer research that aims to inform policy and improve well-being, this study provides an interpretive analysis of the tobacco industry’s consumer research to examine the communication of a hero identity for Player’s, which is Canada’s leading cigarette brand, and raises a number of ethical issues.

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Get Excited to Pay More! The Role of Arousal in Reference Price Selection
Alexander DePaoli, Stanford University, USA
Jonathan Levav, Stanford University, USA

We propose that consumers in a state of high affective arousal will be more likely to rely on environmental rather than internal cues to price. Using a novel approach to evaluating consumers’ selection of reference prices, we demonstrate that this is true vis-à-vis arousal inhibiting the use of memory-based information.

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The Stereotype Content Model Applied to Country-of-Origin Stereotypes: Model Validation and Prediction of Purchase Intentions
Adamantios Diamantopoulos, University of Vienna, Austria
Arnd Florack, University of Vienna, Austria
Benjamin Serfas, University of Vienna, Austria

The present study validates the Stereotype Content Model as a measurement model in a country-of-origin research context by means of structural equation modeling. Further, we applied the Stereotype Content Model to predict consumers’ brand evaluations and purchase intentions by perceived warmth and competence of the country the brand originates from.

To Wait or Not? Why Creating Curiosity May Increase Patience
Claudiu Dimofte, San Diego State University, USA
Kyra Wiggin, University of Washington, USA
Richard Yalch, University of Washington, USA

Waiting is difficult and curious individuals are generally thought to be inherently impatient. Two experiments suggest that curiosity causes individuals to focus on reward benefits more than delay costs. Individuals whose curiosity was unsatisfied evidenced greater patience than non-curious or curiosity-satisfied individuals when reward was delayed.

Resist His Temptation vs. Reject His Generosity: Luxury Gifts in Romantic Relationships
Shibiao Ding, Ghent University, Belgium
Mario Pandelaere, Ghent University, Belgium
Hendrik Slabbinck, Ghent University, Belgium

Gift-giving in romantic relationships is an important topic in consumer research, but surprisingly, women’s attitude towards luxury gifts is still not well understood. We explore two framings of luxury, temptation versus generosity, and highlight the conditions under which those framings result in accepting or rejecting luxury gifts.

Naïve Theories of Monetary and Nonmonetary Prices for Mobile Applications
John Dinsmore, Wright State University, USA
Riley Dugan, University of Dayton, USA
Scott Wright, Providence College, USA

The following study investigates how naïve pricing theories for monetary and non monetary prices, within the domain of mobile applications, affects perceived product novelty and trial intentions. We further examine the moderating effects of the value consumers place on money as a means of success.