Fuelling Anger: How Craving Can Cause You to Lash Out

Aaron Snyder, Stanford University, USA
Baba Shiv, Stanford University, USA

Anger is a unique negative emotion in the sense that it is driven by approach, not avoidance. Approach tendencies—such as motivation to pursue rewards—often bleed across domains. Our work provides initial evidence that craving is easily transformed into a magnified expression of anger.

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**Does WOM Timing Matter?**  
The Impact of Timing of Message on the Effectiveness of Word-of-Mouth

Cansu Sogut, Boston University, USA  
Barbara Bickart, Boston University, USA  
Frederic Brunel, Boston University, USA

We conceptualize two types of sharing based on the timing of a source’s message: simultaneous (during consumption) and retrospective (after consumption). We examine why and how timing might influence the persuasive impact of WOM. We demonstrate how the timing of online posting impacts the readers’ perceptions about the mentioned brand.

**Does Exposure to Counterfeits Influence Quality Perceptions and Satisfaction of Carried Luxury Brands? A Cross-Cultural Comparison**

Lei Song, LeBow College of Business, Drexel University, USA  
Yan Meng, Baruch College, Graduate Center, the City University of New York (CUNY) USA  
Rajneesh Suri, LeBow College of Business, Drexel University

Two studies show that brand evaluation towards consumers’ carried luxury brands is negatively affected by exposure to counterfeits of the same products for consumers of independent culture but not interdependent culture. The perceived quality moderated mediates the effect of counterfeits on consumers’ brand evaluation, overall satisfaction, and future purchase intention.

**Sit or Stand to Save: Posture and Retail Price Perceptions**

Lei Song, Drexel University, USA  
Keith Coulter, Clark University, USA  
Rajneesh Suri, Drexel University, USA

Though different technologies are increasingly adding to bottom lines for firms, little is known about differences in consumers’ expectation of savings when they sit or stand while making purchase decisions. Three studies show that consumers’ expectation of savings depends upon their posture when evaluating offers at different storefronts.

**The Implications Of Mother Nature:**  
Experimentally Induced Gender Brand Personality Predicts Green Brand Image

Matthias Spörre, University of Applied Management, Germany  
Magdalena Bekk, University of Cologne, Germany  
Christoph Hohenberger, Technical University of Munich - School of Management, Germany

What influences consumers’ judgments of a brand in terms of its green image? Experimental data show that people perceive brands with female attributes as having a more pro-environmental image compared to brands with male attributes offering the same products.