Building on message framing and construal level theory, this research finds, from two studies, that the congruency between message framing (i.e. gain/loss) and construal level (i.e. now/future) increases message effectiveness in green advertising. Furthermore, salience of the congruency effect varies in line with the level of consumer environmental concern.

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“Go Green” for Now or Future? The Effect of Message Framing, Construal Level, and Environmental Concern
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Building on message framing and construal level theory, this research finds, from two studies, that the congruency between message framing (i.e. gain/loss) and construal level (i.e. now/future) increases message effectiveness in green advertising. Furthermore, salience of the congruency effect varies in line with the level of consumer environmental concern.

Modelling Loyalty Intention for Mobile-Apps: Impact of Social Diffusion and Ease-Of-Use
Swagato Chatterjee, Indian Institute of Management Bangalore, India
Arpita Ghatak, Indian Institute of Social Welfare and Business Management Kolkata, India

With very high churning rate, customer loyalty is one of the major concerns for fast moving technology products like mobile-apps. The current study develops and validates an integrated structural model of loyalty intentions of mobile-apps from the theories of TAM, planned behaviour, social diffusion and satisfaction-loyalty links.

Fostering Advocacy: The Unexpected Role of Source Expertise in Intentions to Persuade Others
Lauren Cheatham, Stanford University, USA
Zakary Tormala, Stanford University, USA

The present research suggests that when consumers are exposed to arguments with low (versus high) source expertise they are more (less) likely to advocate. In two studies we show that low source expertise paradoxically predicts an increased likelihood to advocate and that this finding is mediated by argument efficacy.

Digital Literacy, Flow Experiences, and Elderly Gamers’ Mobile Application Usage Behavior
Annie Chen, University of Westminster
Norman Peng, University of Westminster

The purpose of this research is to explore what factors contribute to elderly consumers’ internet connection-abled mobile devices game playing behavior. “Digital literacy” is incorporated into a modified flow model as a moderating factor. 102 elderly mobile users filled out the survey. Findings’ implications to literature and practices are discussed.

Friends or Non-Friends? How do WOM Senders’ Relations Backfire Message Persuasiveness
Yu-Jen Chen, Lingnan University, Hong Kong
Anma Kirmani, University of Maryland, USA

We examine the impact of perceived relation among multiple WOM senders on persuasiveness of message simultaneously transmitted by them. We suggest that when the relationship closeness is low (non-friends), compared to high (friends), message is more persuasive because of high perceived credibility.