Apology Or Denial? How Stability Attribution Affects Consumer Distrust Towards the Firm

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This research explores how social account can mitigate distrust caused by violation. Study 1 shows that apology be better when violation is competence based, and denial be better when violation is integrity based, and perceived stability as the underlying mechanism. Study 2 shows remedial action plan can affect the choice of social accounts.

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Targeting the Right Age of Children with the Right Package Design

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This research explores age effects on children’s preferences of package design in curvilinearity, figurativeness, and complexity. Analysis of data from 763 children suggests that children’s preferences for curved package shapes increase with age. Meanwhile, the subject of figurativeness matters. Finally, preferences for complex package shapes increase with age.

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How Embarrassing For You (And me): The Nature of Vicarious Embarrassment

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Although embarrassment is regarded as a social phenomenon, vicarious embarrassment remains unstudied in consumer research. Vicarious embarrassment is the emotion observers feel when witnessing an embarrassing event. Thus observers cause, but also are affected by, embarrassment. We introduce blame as a causal mechanism behind vicarious embarrassment.