



ASSOCIATION FOR CONSUMER RESEARCH

Labovitz School of Business & Economics, University of Minnesota Duluth, 11 E. Superior Street, Suite 210, Duluth, MN 55802

My Story Could Be Your Story: Underdog Employees in Services Advertising

Chun-Ming Yang, Ming Chuan University, Taiwan

Yu-Shan Athena Chen, National Chengchi University, Taiwan

Given the importance of employee in services advertising, two studies (one laboratory and one field study) demonstrate that underdog employee stories, just like underdog brand biographies, have positive effects on consumer's brand attitude and actual purchase behavior because consumer has higher identification with the underdog employee. In both studies, we also examined the unexplored moderating effect of personal power distance belief (PDB) in the relationship between employee stories and identification.

[to cite]:

Chun-Ming Yang and Yu-Shan Athena Chen (2015) , "My Story Could Be Your Story: Underdog Employees in Services Advertising", in NA - Advances in Consumer Research Volume 43, eds. Kristin Diehl and Carolyn Yoon, Duluth, MN : Association for Consumer Research, Pages: 814-814.

[url]:

<http://www.acrwebsite.org/volumes/1019002/volumes/v43/NA-43>

[copyright notice]:

This work is copyrighted by The Association for Consumer Research. For permission to copy or use this work in whole or in part, please contact the Copyright Clearance Center at <http://www.copyright.com/>.

The Effect of Corporate Community Supporting Actions on Consumer Support for Nonprofits: The Role of Elevation and Empathy

Chunyan Xie, Stord/Haugesund University College, Norway
Richard P. Bagozzi, University of Michigan, USA

We investigate how corporate community supportive actions impact consumer support for nonprofits through moral elevation. Results showed that felt elevation mediates the impact of corporate community supportive actions on consumer support for nonprofits, after controlling the main effect of empathy on individual helping. Empathy further moderates the elicitation of elevation.

The Effect of Corporate Ethical Actions on Consumer PWOM: The Role of Emotional and Cognitive Processes

Chunyan Xie, Stord/Haugesund University College, Norway
Richard P. Bagozzi, University of Michigan, USA

We investigate emotional and cognitive pathways between corporate ethical actions and consumer PWOM. Results showed that social justice values interact with corporate ethical actions in eliciting awe, gratitude, and elevation; however, only gratitude impacts PWOM. Company evaluation and identification were also significant mediators and were regulated by social justice values.

Chinese Consumers and Their Pets: Pet Consumption in Urban China

Haibo Xue, East China Normal University, China
Guoqun Fu, Peking University, China
Xin Zhao, University of Nebraska-Lincoln

Extant research on pet consumption examines relationships between pet owners and their pets in Western cultures. We take a longitudinal perspective and investigate the changing meanings of pet consumption in urban China, where pet ownership has shifted from being stigmatized as a wasteful activity to a desired lifestyle choice.

Rejecting a Job Applicant Can Drive Away a Potential Consumer: Organization Brand Rejection

Wendy Yan, University of Manitoba, Canada
Fang Wan, University of Manitoba, Canada
Amitava Chattopadhyay, INSEAD, Singapore

This paper examines the interaction effect of the organizational rejection and applicants' self-esteem on their product evaluation and WOM intention as consumers. We found that high (vs. low) self esteem individuals perceived rejection with detailed reasons to be less just, therefore, evaluated the products of the rejecting company more negatively.

My Story Could Be Your Story: Underdog Employees in Services Advertising

Chun-Ming Yang, Ming Chuan University, Taiwan
Yu-Shan Athena Chen, National Chengchi University, Taiwan

Given the importance of employee in services advertising, two studies (one laboratory and one field study) demonstrate that underdog employee stories, just like underdog brand biographies, have positive effects on consumer's brand attitude and actual purchase behavior because consumer has higher identification with the underdog employee. In both studies, we also examined the unexplored moderating effect of personal power distance belief (PDB) in the relationship between employee stories and identification.