Fair Enough: Individuals’ Perceptions of Altruism of CSR Activities and Their Effect on Authenticity of Heritage Sites.

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Despite CSR’s importance as a tool for branding exposure, its impact on authenticity has yet to be examined. This study shows that firm involvement in heritage site restoration may decrease the authenticity of the site and consumer visiting intentions if the CSR agreement is perceived as non-altruistic and unfair.

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The Role of Social Distance and Message Framing on Charitable Giving
Kara Bentley, University of South Carolina, USA
Mitch Murdock, University of South Carolina, USA
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Two studies illustrate that positively-framed charitable appeals generate more donations than negatively-framed charitable appeals when victims are seen as socially distant. Additional evidence suggests that this effect is mediated by empathy.

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Eating Fast, Risking More: Fast Food Priming and Preference for Risky Options
Alessandro Biraglia, Leeds University Business School, University of Leeds, UK
Irene Bisignano, University of Rome “La Sapienza”, Italy
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In two experiments we investigate how exposure to fast food priming influences impulsiveness in choices not related to the eating domain. Study 1 examines how respondents recalling their experiences in a fast food prefer immediate (but smaller) monetary gains. Study 2 extends the effect to diverse and more risky choices.

Wax Spinning, Turning Knobs, Blasting Speakers: An Actor-Network Theory Approach to Understanding Consumer Experience in Night Clubs
Hedon Blakaj, Aalto University, Finland

Drawing on ethnography and IActor-Network Theory, this work aims at exploring the relationship between pre-congnition and materiality in understanding consumer experiences in night clubs.

Ethical Private Label Brands: Understanding the Role of Extrinsic Quality Cues
H. Onur Bodur, Concordia University, Montreal, Canada
Maryam Tofighi, Concordia University, Montreal, Canada
Bianca Grohmann, Concordia University, Montreal, Canada

Two experiments show that ethical attributes enhance consumer evaluations of retailers’ private label brands in the presence of extrinsic cues signaling high quality (high price or high retailer reputation). In contrast, they hurt brand evaluations in the context of extrinsic cues signaling low quality, (low price or low retailer reputation).

How to Inspire Experts: A Goal-Systemic Perspective on Inspiration
Tim Boettger, University of St. Gallen, Switzerland

This research merges the conceptualization of inspiration with goal systems theory to analyze the effect of novelty on inspiration for experts and non-experts in the context of physical exercising. The results indicate that the effect of novelty depends on the interplay of the content (goals vs. means) with participants’ expertise.