Responses to Humor in Shame-Inducing Health Issue Advertisements With the Effects of Health Worry Levels

Hye Jin Yoon, Southern Methodist University, USA

Humor effects in shame-inducing health issue advertising is non-existent. Two experimental studies found responses to different levels of humor and shame in health issue prevention messages to be contingent on the individual’s health worry levels. The findings provide implications for theoretical as well as practical contributions.

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Collaborative Consumption in Emerging Economies: Insights from the Egyptian context
Ayat Yehia, Neoma Business School, France
Nacima Ourahmoune, Kedge Business School, France

Collaborative consumption (CC) and sharing concepts are a growing research area. To contribute an original perspective, we investigate a CC phenomenon in an under-researched context, that of emerging economies. The preliminary findings help explain to what degree utilitarian vs. Communal purposes motivates an access-based phenomenon.

Do Response Time Measures of Gambling-Related Cognitions Predict Gambling Behaviour?
Sunghwan Yi, University of Guelph, Canada
Sherry H. Stewart, Dalhousie University, Canada
Melissa Stewart, Dalhousie University, Canada

Implicit measures of cognition are most useful for predicting addictive consumption behaviors that are hard to resist. In this study, we assessed the extent to which response time measures of reward and relief outcome expectancies associated with gambling predict gambling behavior.

Two Facets of Narcissism and Compulsive Buying
Sunghwan Yi, University of Guelph, Canada
Roisin O’Connor, Dalhousie University, Canada

Although recent psychology research indicates that overt and covert narcissism are distinct facets of narcissism, the association between covert narcissism and compulsive buying has not been recognized. In this study, we simultaneously investigated the association between covert narcissism vis-à-vis overt narcissism and compulsive buying.

Fifty Cents or a Greeting Card? The Effects of Monetary and Non-monetary Pre-giving Incentives on Charitable Donation
Bingqing (Miranda) Yin, School of Business, University of Kansas, USA
Yexin (Jessica) Li, School of Business, University of Kansas, USA
Surendra Singh, School of Business, University of Kansas, USA

Abstract We examined the effects of monetary and non-monetary pre-giving incentives on donations. Small monetary incentives induced higher donation intention but lower donation amounts compared to equal-value non-monetary incentives and no incentives. Results are explored via reciprocation, and communal and exchange relationship due to pre-giving.

Reframing Sustainability: Negotiating Environmental Responsibility in the Food Market
Carl Yngfalk, Stockholm Centre for Organizational Research, Stockholm University, Sweden

While little research has examined tensions related to sustainability in marketing organization, the present study investigates how resistance and disruptions in environmental responsibility are configured in the market and in consumer relationship management. Results from a neo-institutional analysis elucidate commercial rationalities that enact forms of corporate ‘legitimate resistance’ to incentives of sustainable consumption and production in contemporary food retail.

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