The Eyes of Consumers Differ From Those of Designers

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This study explored the relationship between novelty and aesthetic preference in commercial designs. The results of two studies indicated that the inverse U functions according to MAYA principle were found in nondesigners rather to designers. The difference may be due to processing information systematically or heuristically.

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Movie-Induced Tourism- Dual-Route Promotion of Destination
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The purpose of this research is to examine movie-induced tourism participation behavior. A total of 152 Taiwanese movie viewers were recruited. The results show that idolatry and attitudes toward movies can both affect attitudes toward the destinations featured in the movies, which, in turn, will affect movie viewers’ participation behavior.

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My Imperfection Only Keeping within Myself – the Self Negatively-Accepted Bias
Yin-Hui Cheng, National Taichung University of Education, Taiwan
Annie P. Yu, National Chung Cheng University, Taiwan
Shih-Chieh Chuang, National Chung Cheng University, Taiwan
Chao-Feng Lee, National Chung Cheng University, Taiwan

This research probes the effect of self negatively-accepted bias by examining different sources of negative-evaluation, self-judgment versus others-judgment. That is, how others perceived us negatively can influence the way how we perceived our own defect. Findings of three studies suggest that social distance moderate the effect of self negatively-accepted bias.

Mixing Mountains and Molehills: The Influence of Ambiguous Sustainability Disclosures on Evaluation and Choice
Yoon-Na Cho, Villanova University, USA
Robin Soster, University of Arkansas, USA
Scot Burton, University of Arkansas, USA

Ceteris paribus, consumers should prefer and choose the most sustainable brand offered in a product category; however, prior research reveals this is not always the case. We propose that the influence of sustainability level on consumer evaluation and choice is mediated by information ambiguity, supporting this proposition with two experiments.

Her Beauty Results in Your Sorrow: The Effects of Envy toward Attractive Spokespersons in Advertising
Hsuan-Yi Chou, Institute of Marketing Communication, National Sun Yat-sen University, Taiwan
Shu-Shan Chen, Institute of Marketing Communication, National Sun Yat-sen University, Taiwan

This research explores the effects of possible determinants of female consumers’ degree of social comparison toward highly attractive female spokespersons. It also examines the moderators of envy types and the ad effects of different envy emotions. The findings make theoretical contributions to social comparison, envy theory, and spokesperson research.