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This re-inquiry of Gwinner and Eaton (1999) avoids a major methodological shortcoming of their study. Results confirm that brand sponsorship leads to image congruence between sponsoring brands and sporting events. Further, the results support the moderating role of high (vs. low) functional similarity, but not high (vs. low) image-based similarity.

[to cite]:

[url]:
http://www.acrwebsite.org/volumes/1019176/volumes/v43/NA-43

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Does Opposite-Gender Pairing of Consumers and Service Employees Mitigate the Negatives in Service Failure Contexts?

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Consumers in stressful service contexts, including service failures, report lower (higher) magnitudes of negative (positive) emotions and more favorable attitudes toward the service employee, service experience, and the brand when paired with opposite-gender service employees. Consumers’ gender-based expertise bias and perceived treatment meted out by employees are examined as moderators.

Who Said Everyone Likes This Movie?
How Tie Strength Impacts the Influence of Consensus Words on Product Perceptions

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Two studies suggest that weak ties (casual acquaintances) who use consensus words in product descriptions (e.g. “everyone,” “everybody”) are more influential than strong ties (close friends) because of perceived generalizability of the product (how many people actually use it). This effect is most expressed in publicly consumed goods.

Paying Memories of Past Kindness Forward:
Examining the Impact of Power and Memory on Prosocial Behavior

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We explore how eliciting altruistic memories among consumers will promote prosocial behavior. Across two studies, we show that when individuals reflect on memories of receiving (vs. giving) help, individuals low in power were more likely to engage in prosocial behavior, particularly in contexts allowing for a potential increase in power.

Brand Image Congruence through Sponsorship of Sporting Events:
A Re-inquiry of Gwinner and Eaton (1999)

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The Effects of Subjective Probability Estimates on Consumer Evaluation of Advertising Messages from a Construal Level Perspective

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This research investigates the effect of estimated probability on attitudes toward advertisements and behavioral intentions. Results indicate that when individuals estimate that an event is less (more) likely to occur to them, a desirability-focused (feasibility-focused) ad message associated with the event is more persuasive than a feasibility-focused (desirability-focused) ad message.