“Our” Brand’S Failure Leads to Out-Group Product Derogation

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How would Toyota’s massive recall change Japanese’ attitudes toward foreign products? We find that negative information of brands can threaten the group members’ social identity, which subsequently result in derogation of out-group products. Importantly, we show that the communication source of the negative information moderates the effect.

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Consumer Reactions to Brand Moral Failures: The Mediating Role of Shame
Hua Chang, Philadelphia University, USA
Lingling Zhang, Towson University, USA

This research examines the role of brand ownership in consumers’ reactions to brand failures. We find that consumers who have a strong brand ownership have more negative brand evaluations towards brand moral failures, but not towards product failures. We show the mediating role of feelings of shame in the relationship.

Balancing Nostalgia With Novelty in Managing Brand Revivals
Subimal Chatterjee, School of Management, Binghamton University, USA
M. Deniz Dalman, Graduate School of Management, Saint Petersburg State University, Russia

Our research addresses how best manager can balance comfort and novelty when harnessing nostalgia to revive old brands. One laboratory study and one empirical study (box-office of film remakes) suggest that comfort matters more than novelty for older rather than newer revivals and consumers experience personal rather than historical nostalgia.

What I Wish I Had Done in The Past is Not What I Think I Will do in The Future – The Asymmetric Effect of Temporal Horizon on Our Preferences for Vice and Virtue
Subimal Chatterjee, School of Management, Binghamton University, USA
Zecong (Herman) Ma, School of Management, Binghamton University, USA
Yilong (Eric) Zheng, School of Management, Binghamton University, USA

We show that consumers prefer a vice over a virtue when asked how they would have chosen in the past, but the virtue over the vice when asked how they will choose in the future. Such asymmetric thinking can serve as a self-control mechanism to prevent excessive indulgence in vices.

Sugarfree Chocolate is Not a Chocolate: How Contextual Goal Salience Influences Choice of Healthful Indulgences
Chamrong Cheam, Grenoble Ecole de Management, France
Carolina O.C. Werle, Grenoble Ecole de Management, France
Olivier Trendel, Grenoble Ecole de Management, France

Although healthful indulgences embody improved versions of hedonic foods, they encounter little success in the marketplace inconsistently with prior literature. This research provided support to a three-variable model highlighting a new suppressor variable effect likely to explain consumers’ reluctance to choose the healthful indulgences.