Towards a Broader Understanding of Online Trolling: a Practice Theoretical Perspective

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Despite growing interest in online consumer community conflict, online trolling and its community effects remain under-theorized. A practice theoretical analysis conceptualizes online trolling as a constellation of learning, assimilating, and transgressing practices. Online trolling further emerges as a practice with both negative and positive community effects.

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**Thawing a Cold Shoulder with a Warm Brand**

Suzanne Rath, Queen’s University, Canada  
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Can brands provide an alternative source of companionship in the wake of social rejection? Previous literature implies that brands have a relational function; however, the answer to this question still remains unclear. The results of one study provides initial support that individuals prefer and want to purchase brands with warm personalities after recalling a prior socially-threatening experience.

**Deliver Warmth with Your Hand:**  
Customers’ Responses to Handwriting versus Print Messages

Xingyao Ren, Nankai University, China  
Lan Xia, Bentley University, USA  
Jiangang Du, Nankai University, China

In this research, we investigate the effect of handwriting in written communication. We show that handwriting delivers higher feeling of warmth than print and subsequently influences behavioral intentions. The effect is due to both perceived effort and psychological closeness. Both theoretical contributions and managerial implications are discussed.

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**The Dangers of Grouping Countries into Cultural Clusters:**  
Investigating Between and within Cultural Variations in Information Processing Styles and its Consequences for Advertising

Ann-Kristin Rhode, ESCP Europe, France  
Ben Voyer, ESCP Europe, France

Whether and how advertising should be standardized within and across cultures remains an unanswered question. We challenge the assumption of a uniform pan-Asian holistic attentional bias and suggest that advertising strategies for geographic regions rather than countries might be problematic given the effect of language structure on information processing styles.

**Shame and Consumption of Counterfeit Products**

Pamela Ribeiro, EAESP-FGV, Brazil  
Delane Botelho, EAESP-FGV, Brazil

We investigate the relationship between shame and consumption of counterfeit products to test six hypotheses. Initial results show that there is a significant effect from perceived social risk on shame, and the cost–benefit analysis moderates the relationship between anticipation of shame and purchase intention.

**Customer Pride - Buy it, Feel it, Tell it!**

Julia Römhild, Heinrich-Heine-University Düsseldorf, Germany

Pride is a cornerstone emotion regarding motivation and achievement. Thus, it may also be crucial for consumer behavior, particularly WOM-intentions and advocacy. Using a PLS-path analysis, this working paper provides insight into the construct of customer pride with the aim of advancing the connection between emotion psychology and consumer behavior.