Would You Like a Bite?: Males' Preferences For Dessert Advertisements With a Bite Mark

Donya Shabgard, University of Manitoba, Canada
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Does the portrayal of food influence our perceptions based on whether the advertisement shows it cut, bitten, or whole? Male participants with no dieting experience and those with previous dieting experience significantly differed on product attitudes, purchase intentions, and expectations of product taste across the pictures whereas women did not.

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The Surprising Effect of Store-Branded Credit Cards on Consumers’ Purchasing Behaviors
Samer Sarofim, The University of Kansas, USA
Promothesh Chatterjee, The University of Kansas, USA

Contrary to retailers’ main objectives, this research provides evidence that store (vs. regular) card users are less willing to pay for future purchases, show less total expenditure in shopping bags, are less engaged in impulsive purchasing, and are less likely to purchase discounted products from the card-issuing store.

The Impact of Physician Advice on Patient Decision Satisfaction
Karen Scherr, Duke University, USA
Mary Frances Luce, Duke University, USA

We examine the impact variations in physician advice on patient decision evaluation. Although advice decreases decision evaluation overall (via decreasing decision ownership), there is a competing pathway whereby advice increases decision evaluation via increasing feelings of emotional support. Physicians should consider these competing pathways when deciding if/how to provide advice.

Does Music Have an Influence on Risk Taking Behavior?
Robert Schorn, University for Health Sciences, Medical Informatics and Technology, Hall in Tyrol, Austria
Alexandra Brunner-Sperdin, University of Applied Sciences, Kufstein, Austria
Dagmar Abfalter, University of Music and Performing Arts Vienna, Austria

Consumers continuously take decisions under risk when they purchase products or services. In marketing research, music serves as an atmospheric cue in consumption situations. We found that risk taking behavior is higher for fast tempo compared to slow tempo in minor scale, while tempo had no effect in major music.

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Nostalgic Reading Practices: An Online Case Study
Lois Shedd, Monash Business School, Monash University, Australia
Jan Brace-Govan, Monash Business School, Monash University, Australia
Colin Jevons, Monash Business School, Monash University, Australia

This paper investigates the role of materiality in nostalgic reading experiences through an exploratory analysis of online consumer reviews of a backlist young adult book series. It finds that although materiality does play a role in consumers’ experiences, access to the story contained within the book is their primary concern.

‘Having It All’ May Not Always Be Good:
The Effects of Complementary Traits and Belief in a Just World on Brand Evaluations
Steven Shepherd, Oklahoma State University, USA
Renaud Lunardo, Kedge Business School, France

In two experiments, we provide evidence that non-complementary brands – those whose products have monopoly on many of valued traits – are evaluated more negatively among people who value fairness and justice. Such brands can be seen as unfair and violate consumer’s expectations regarding tradeoffs between attributes.