Does Thematic Advertising Congruence/Incongruence Matter? Insights From a Qualitative and an Experimental Study

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We investigate the level of thematic congruence between advertised products and media under forced versus incidental/ in vivo exposure. Forced exposure was significantly more likely to result in conscious attention towards congruence than incidental/ in vivo exposure. Participants were also more likely to consciously focus incongruence than congruence under incidental/ in vivo exposure. Implications are discussed.

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Can Shape Symbolism Be Used to Manage Taste Expectations?

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Extant literature on shape symbolism mainly focuses on matching between abstract shapes and tastes. Our research first provides empirical evidence to demonstrate that the appropriate use of shape symbolism on product packaging can induce specific taste expectations and this effect is mainly driven at an implicit or subliminal level.

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Getting Credit for CSR: When Money Doesn’t Talk

Rachel Gershon, Washington University, USA
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We hypothesize that people ascribe charitable credit differently for firms versus individuals. In a series of experiments, we find that firms receive less credit for giving money than for giving tangible goods, whereas the opposite is true for individuals. The role of authenticity appears to be key.

Product Curvature Preferences: A Theory of Self-Concept

Tanuka Ghoshal, Indian School of Business, India
Rishtee Batra, Indian School of Business, India
Peter Boatwright, Carnegie Mellon University, USA

We find that when body shape is salient, women who perceive their bodies to be curvy, rate curved products higher. A significant covariate is body image fixation. Evaluation of one’s body caused subjects to engage in “defensive coping,” leading to a more favorable evaluation of objects perceived similar to oneself.

How Perceived Behavioral Control Can Influence Pro-Environmental Behaviors for Individuals

Marilyn Giroux, Concordia University, Canada
Frank Pons, Laval University, Kedge Business School, France
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Given the detrimental effects of pollution and overuse of non-renewable resources, it is essential that scholars understand both the nature of and how they can impact pro-environmental behavior. This research aims to better understand what motivates consumers to express sustainable intentions and what factors interfere in their decisions.