Targeting the Right Age of Children With the Right Package Design

Dan Zhang, City University of New York, U.S.

This research explores age effects on children’s preferences of package design in curvilinearity, figurativeness, and complexity. Analysis of data from 763 children suggests that children’s preferences for curved package shapes increase with age. Meanwhile, the subject of figurativeness matters. Finally, preferences for complex package shapes increase with age.

[to cite]:

[url]:
http://www.acrwebsite.org/volumes/1019878/volumes/v43/NA-43

[copyright notice]:
This work is copyrighted by The Association for Consumer Research. For permission to copy or use this work in whole or in part, please contact the Copyright Clearance Center at http://www.copyright.com/.
Targeting the Right Age of Children with the Right Package Design

Dan Zhang, City University of New York, USA

This research explores age effects on children’s preferences of package design in curvilinearity, figurativeness, and complexity. Analysis of data from 763 children suggests that children’s preferences for curved package shapes increase with age. Meanwhile, the subject of figurativeness matters. Finally, preferences for complex package shapes increase with age.

Apology or Denial? How Stability Attribution Affects Consumer Distrust Towards the Firm

Haichuan Zhao, USTC-CityU Joint Advanced Research Center, University of Science and Technology of China, City University of Hong Kong, Tat Chee Avenue, Kowloon, Hong Kong
Lan Jiang, Department of Marketing, City University of Hong Kong, Tat Chee Avenue, Kowloon, Hong Kong
Chenting Su, Department of Marketing, City University of Hong Kong, Tat Chee Avenue, Kowloon, Hong Kong
Zhongsheng Hua, School of Management, Zhejiang University, Hangzhou, Zhejiang Province, China

This research explores how social account can mitigate distrust caused by violation. Study 1 shows that apology be better when violation is competence based, and denial be better when violation is integrity based, and perceived stability as the underlying mechanism. Study 2 shows remedial action plan can affect the choice of social accounts.

How Embarrassing For You (And me): The Nature of Vicarious Embarrassment

Alexander Ziegler, University of Kentucky, USA
John Peloza, University of Kentucky, USA
Alexis Allen, University of Kentucky, USA
Lucas Hopkins, Florida State University, USA

Although embarrassment is regarded as a social phenomenon, vicarious embarrassment remains unstudied in consumer research. Vicarious embarrassment is the emotion observers feel when witnessing an embarrassing event. Thus observers cause, but also are affected by, embarrassment. We introduce blame as a causal mechanism behind vicarious embarrassment.