



ASSOCIATION FOR CONSUMER RESEARCH

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Free Does Not Equal Free: the Differential Effects of "Freebie" Methods

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We test the effects of various “freebie” methods (e.g., “free,” 100% off) on valuation and intentions. Offers framed as “free” lead to devaluation due to negative inferences about motives. Offers framed as “100% off” are not devalued because of increased judgmental difficulty, which reduces the impact of inferences about motives.

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To be Simple is to be Eaten: The Effects of Brand Logo Complexity on Preference and Consumption - A Processing Fluency Perspective

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An investigation of the effects of logo complexity on consumer preference has shown that consumers prefer simple and clean logos over more complex ones and that processing fluency drives this effect. Moreover, processing fluency stemming from a simple logo design results in an increased consumption of a snack food item.

Cashing in on Control: Low Control Increases Preference for Prepayment When Financial Resources are Plentiful

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We find that threats to personal control increase consumers' preference for prepayment options (e.g. cash and debit cards) as opposed to debt payment options (e.g. credit cards). We argue that by immediately closing newly opened mental accounts associated with a purchase, prepayment options restore feelings of control.

The Effects of Negative Information on Copycat Brand Evaluation

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Recent literature has challenged the prevailing belief about the benefits of a copycat strategy by demonstrating conditions under which a blatant copycat strategy will result in a disadvantage. The current investigation demonstrates the moderating effects of whether the national leading brand is perceived positively or negatively.

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We test the effects of various “freebie” methods (e.g., “free,” 100% off) on valuation and intentions. Offers framed as “free” lead to devaluation due to negative inferences about motives. Offers framed as “100% off” are not devalued because of increased judgmental difficulty, which reduces the impact of inferences about motives.

The Influence of Shopping Lists on Visual Distraction

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This research examines how shopping lists influence consumers' susceptibility to impulsive purchases. We argue that making a shopping list activates an implemental mindset, which reduces the distraction by task-irrelevant products already at the level of visual attention. Results from an eye-tracking experiment support this hypothesis.