Consumer Perceptions of Strategies For Responding to Critical Reviews

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This paper tests the effectiveness of four strategies of organizations for responding to critical reviews: 1) providing no response, 2) quoting positive aspects of the review, 3) presenting the full text of the review, and 4) inviting consumers to respond to the review, in influencing consumer attitudes and purchase decisions.

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**GREAT, Umm, Eyeroll:**

**Textual Paralanguage and Its Implications for Brand Communications**

Andrea Webb, University of Wisconsin - Madison, USA  
Joann Peck, University of Wisconsin - Madison, USA  
Victor Barger, University of Wisconsin - Whitewater, USA

In this research, we investigate the effects of paralanguage, the ancillary meaning- and emotion-laden aspects of speech that are not actual verbal prose, on text-based marketing messages. We develop a typology of textual paralanguage and, using lab and Twitter data, investigate how its use affects consumers' perceptions of brands.

**Are Avoidable and Unavoidable Dissociative Groups Equally Negative?**

**The Influence of Social Distance from a Dissociative Group on Consumer Choice**

Na Wen, City University of Hong Kong, Hong Kong, China  
Wenxia Guo, City University of Hong Kong, Hong Kong, China

Two experiments demonstrate that consumers are less likely to buy a product that is associated with a near-dissociative group (an “unavoidable” group) than one associated with a distant-dissociative group (an “avoidable” group). This effect is driven by a concrete versus abstract mindset elicited by social distance from a dissociative group.

**Thinking “I” vs. “We” Affects Judgments of “Gluten-Free”:**

**The Role of Self-Construal in Nutritional Evaluation**

Catherine Wiggins, Cornell University, USA

We examine the role of self-construal in a common obstacle to healthy decisions: drawing biased associations among food properties. Three studies demonstrate that interdependents, relative to independents, are more likely to infer a food’s compatibility with dieting when labeled with irrelevant health claims, and hold stronger “unhealthy = tasty” intuitions.

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**Perceived Price Fairness of Targeted Price Promotions**

Lan Xia, Bentley University, USA  
Kent Monroe, University of Illinois at Urbana-Champaign, USA

Examining from the perspective of consumers who are not targeted for a price promotion, we find that it has a negative effect on fairness perceptions. This effect is mediated by relational identity and moderated by degree of promotion selectivity, effort of the targeted customer, and the basis for the targeting.