Does Review Structure Matter? How Narrative Or Pros-Cons Review Influences Review Content

Chunyu Li, Lingnan University, Hong Kong
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We examine how different product reviewing processes may influence the review content. We suggest that a narrative review process is more likely to induce polarized valence content than a pros-cons review process. We suggest that this is because of the activation of self-enhancement goal under a narrative review process.


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Too Busy to See Above: Task Involvement Affects Attention And Memory For Banner Ads

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The present research finds that lower level of task involvement leads to greater processing of certain type of internet advertisements, as evidenced by improved memory performance for top ads but not for side ads. Our research indicates that the best ad location may depend on the search pattern of websites.

Towards a Comprehensive Understanding of Attention Bias in Choice Process

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Process tracing research has established an attention bias—the chosen option is looked at more during the choice process with conflicting views on when the attention bias emerges. Using eye tracking methodology, the current project demonstrates when and how the attention bias emerges under a three-stage choice process framework.

Dynamic Bundling: an Alternative Pricing Approach

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David Hardesty, University of Kentucky, USA

Although the dynamic pricing strategy can increase profitability, it also arouses consumers’ unfairness perceptions. The current research demonstrates that bundling can be used in combination with a dynamic pricing strategy to create a new strategy, dynamic bundling, to reduce the likelihood of arousing consumers’ unfairness perceptions.

Democratization of Fashion: A Study of Co-Creation of Cultural Heritage

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Elita Lam, Hong Kong Design Institute, China
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This paper examines how fashion designers incorporate cultural heritage in their designs. Through analyzing four Chinese fashion brands we identified three themes that related to the co-creation of heritage and aesthetics, and the democratization of fashion. Our study advances the current understanding of fashion and cultural heritage in the marketplace.

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