We explore how eliciting altruistic memories among consumers will promote prosocial behavior. Across two studies, we show that when individuals reflect on memories of receiving (vs. giving) help, individuals low in power were more likely to engage in prosocial behavior, particularly in contexts allowing for a potential increase in power.
Does Opposite-Gender Pairing of Consumers and Service Employees Mitigate the Negatives in Service Failure Contexts?

Preeti Krishnan Lyndem, Indian Institute of Management Bangalore, India
Tabitha Thomas, University of Otago, New Zealand

Consumers in stressful service contexts, including service failures, report lower (higher) magnitudes of negative (positive) emotions and more favorable attitudes toward the service employee, service experience, and the brand when paired with opposite-gender service employees. Consumers’ gender-based expertise bias and perceived treatment metered out by employees are examined as moderators.

Who Said Everyone Likes This Movie?
How Tie Strength Impacts the Influence of Consensus Words on Product Perceptions

Ann Kronrod, Michigan State University, USA
Jeff Lee, Massachusetts Institute of Technology, USA

Two studies suggest that weak ties (casual acquaintances) who use consensus words in product descriptions (e.g. “everyone,” “everybody”) are more influential than strong ties (close friends) because of perceived generalizability of the product (how many people actually use it). This effect is most expressed in publicly consumed goods.

Paying Memories of Past Kindness Forward:
Examining the Impact of Power and Memory on Prosocial Behavior

Katina Kulow, University of Louisville, USA
Kara Bentley, University of South Carolina, USA
Priyali Rajagopal, University of South Carolina, USA

We explore how eliciting altruistic memories among consumers will promote prosocial behavior. Across two studies, we show that when individuals reflect on memories of receiving (vs. giving) help, individuals low in power were more likely to engage in prosocial behavior, particularly in contexts allowing for a potential increase in power.

Brand Image Congruence through Sponsorship of Sporting Events:
A Re-inquiry of Gwinner and Eaton (1999)

Eunseon (Penny) Kwon, University of Missouri, USA
S. Ratneshwar, University of Missouri, USA
Eunjin (Anna) Kim, Southern Methodist University, USA

This re-inquiry of Gwinner and Eaton (1999) avoids a major methodological shortcoming of their study. Results confirm that brand sponsorship leads to image congruence between sponsoring brands and sporting events. Further, the results support the moderating role of high (vs. low) functional similarity, but not high (vs. low) image-based similarity.

The Effects of Subjective Probability Estimates on Consumer Evaluation of Advertising Messages from a Construal Level Perspective

Ohyoon Kwon, Department of Advertising and Public Relations, Keimyung University, Korea
Jung-Ah Lee, Department of Psychology, Korea University, Korea
Eunji Lee, Department of Psychology, Korea University, Korea
Jangho Moon, Department of Public Relations & Advertising, Sookmyung Women’s University, Korea
Tae Rang Choi, Stan Richards School of Advertising and Public Relations, The University of Texas at Austin, USA

This research investigates the effect of estimated probability on attitudes toward advertisements and behavioral intentions. Results indicate that when individuals estimate that an event is less (more) likely to occur to them, a desirability-focused (feasibility-focused) ad message associated with the event is more persuasive than a feasibility-focused (desirability-focused) ad message.