The Role of Hubristic and Authentic Pride in Brand Extension Evaluations

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This research investigates the influence of two facets of pride (hubristic and authentic) on evaluations of brand extensions. We propose and find that hubristic pride (vs. authentic pride) promotes a holistic cognitive processing style, leading to higher perception of brand extension fit and more favorable attitudes toward brand extensions. The effect of hubristic (vs. authentic) pride on brand extensions was be more pronounced with far extensions than with close extensions.

[to cite]:

[url]:
http://www.acrwebsite.org/volumes/1020198/volumes/v43/NA-43

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Consistent or Not? The Role of Product Visibility in Sequential Decisions
Dikla Perez, Tel Aviv University, Israel and Technion University, Israel
Steinhart Yael, Tel Aviv University, Israel
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This research introduces product-visibility as a factor affecting consistency of product-related decisions, in the context of social-self-identities. We show that when a product involved in a first decision is highly visible; the decision-maker’s cognitive-rigidity is enhanced, increasing the likelihood of subsequent decision consistency, especially in individuals with high public self-consciousness.

Implicit Transfer of Price Information Between Product Categories
Anne Odile Peschel, Aarhus University, Denmark
Joachim Scholderer, Aarhus University, Denmark
Stephan Zielke, Aarhus University, Denmark

We investigate two simple cognitive mechanisms that can explain the transfer of price information between product categories. The mechanisms are contingent on whether an explicit cognitive representation of the reference price for a target category has been activated before incidental price information from another category is encountered.

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... And Here Are Pictures of My Last Vacation! Investigating the Disclosure of Personal Information of Entrepreneurs in Online Marketplaces
Andrea Lynn Phillips, University of Nebraska-Lincoln, USA
Meike Eilert, University of Nebraska-Lincoln, USA
James W. Gentry, University of Nebraska-Lincoln, USA

Using grounded theory, we investigate how creator-entrepreneurs disclose personal information to create value and connect with customers via personal branding. We find that these entrepreneurs disclose multiple types of personal information, following five strategies, with the two distinct motivations of promoting their specific products and promoting themselves as individuals.

Understanding Adolescent Smoking in an Emerging Market
Meghan Pierce, La Salle University, USA

Adolescent smoking is influenced by a complex set of interacting conditions, including contextual factors such as peer influence and environment. This study aims to explore the unique experiences of adolescents in an emerging market, where smoking rates are 47.8%. Qualitative techniques are employed to better understand local and cultural context.

The Influence of Life Abundance and Financial Abundance on Higher Order Goals
Ruth Pogacar, University of Cincinnati, USA
Karen Machleit, University of Cincinnati, USA
James Kellaris, University of Cincinnati, USA

Feeling ‘Abundant’ influences consumers, regardless of objective resources. Subjective feelings of Life Abundance interact with feelings of Financial Abundance, independent of mood, so people are more prosocial when high in Life Abundance but low in Financial Abundance, possibly explaining prosociality differences between higher and lower socioeconomic status individuals.