Do Spacing and Valence Influence Brand Evaluations?

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This paper illuminates how the spacing of stimuli influences affective reactions. The findings indicate that people prefer negative stimuli in massed presentation forms and positive stimuli spaced apart. Two theories may explain this phenomenon: processing fluency and affective habituation. This research enhances understanding of how adjacent ads influence advertisement/brand evaluations.

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Consumers’ Emotional and Behavioral Reactions to Personalized Product Recommendations Through Mobile Apps

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We analyze how mobile apps influence the effects of personalized product recommendations on different outcomes. Personalization elicits stronger positive emotions if communicated through mobile apps (vs. e-mail newsletters). Moreover, the personalization of product recommendations and the use of mobile apps increase customer inspiration and purchase intentions for the recommended product.

The Interplay of Personalized Product Recommendations and Popularity Information

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This research tests the interplay of personalized product recommendations and product popularity information. Although both instruments support consumers in their purchase process and positively affect their attitudes and behaviors, results of a laboratory experiment show a negative interaction. An indication of popularity weakens the positive effects of personalized product recommendations.

How the Facebook Usage of Music Celebrities Impacts Streaming and Sales of Digital Music

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Stephanie Collet, ESCP Europe, France
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This study investigates how the Facebook usage of music celebrities impacts streaming and sales of digital music. In particular, we investigate how the posts’ content influence streaming, sales and engagement (likes, shares and comments). We found the types of Facebook post that strongly influence engagement, streaming and digital sales.

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Paternity Leave in Sweden: Heaven or Hell?
Exploring the Linkages Between Gender Ideologies and Consumers’ Identity Positions

Jacob Ostberg, Stockholm University, Sweden

This paper uses the empirical example of fathers' parental leave in Sweden to theorize the linkages between state policies on an ideological level and consumers’ identity work. By contrasting to North American studies we see how state interventions can simultaneously limit and enable potential subject positions.