The Effect of Bicultural Identity on Consumer Preference
JungHwa Hong, University of Texas at Tyler
Chien-Wei Lin, State University of New York at Oneonta

Two studies reveal that biculturals introject (i.e., rely on others’ preferences to gauge their own) less than individuals with single identity. Further, such effect is moderated by low (vs. high) cultural identity integration. There is no difference on projection (i.e., rely on own preferences to estimate others).

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The Impact of Service Recovery Strategies on Consumer Responses: 
A Conceptual Model and Meta-Analysis

Krista Hill, Bridgewater State University, USA
Anne Roggeveen, Babson College, USA
Dhruv Grewal, Babson College, USA

This paper provides a comprehensive overview of service recovery research and provides avenues for future research. Using meta-analysis, the research explores the impact of different service recovery strategies (compensation, empathetic response, and information) on consumer responses, as well as moderating factors related to the failure, the firm, and the recovery.

More Than Words: A Psycholinguistic Perspective on the Properties of Effective Brand Slogans

Brady Hodges, Texas A&M University, USA
Caleb Warren, Texas A&M University, USA
Zachary Estes, Bocconi University, Italy

Effective slogans increase brand awareness and strengthen brand attitude. Taking a psycholinguistic perspective, the authors contribute the first ever analysis on how the unique lexical, semantic, and emotional properties of a slogan’s individual words combine to influence slogan recognition and slogan liking.

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Affectual Assemblage: Consumption Text and Market Emergence

Gry Høngsmark Knudsen, University of Southern Denmark, Denmark
Dannie Kjeldgaard, University of Southern Denmark, Denmark

This paper develops the concept of affectual assemblages to capture the emotional flows that emerge in readings of commercial videos on YouTube. We argue that assemblage affords a realist perspective and support the analysis of contingent aspects of market emergence through its awareness of agentic aspects of texts and technology.

Is Less More for Cause-Related Marketing

Katharine Howie, The University of Mississippi, USA
Lifeng Yang, The University of Mississippi, USA

This research establishes how consumers respond to CRM campaigns with finite promotional periods. A conceptual model, built on the persuasion knowledge model and attribution theory, is tested empirically. We demonstrate the effect of campaign duration on participation intentions is transmitted through the consumer’s perception about the company’s social responsibility.

Revolt and Redemption: Materialism as an Attempt to Cope with Perceived Injustice

Feifei Huang, Chinese University of Hong Kong, China
Robert S. Wyer, Chinese University of Hong Kong, China

Our research provides a framework to examine the interactive effects of two types of injustice, namely retributive injustice and distributive injustice, on materialistic behaviors. We further propose that the desire to boost self-esteem mediates the effect of injustice perception on materialistic behaviors.