**Consumer Responses to Green Messages: the Mediating Role of Perceived Personal Contribution**

Ming-Yi Chen, National Chung Hsing University, Taiwan

This research explores how congruous attributes claim in green product communication elicit perceived personal contribution and brand attitudes by considering two boundary conditions (i.e., appeal type and message frame). Research on this topic has the potential to provide a more comprehensive and meaningful account of green advertising than currently exists.

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Reactions Towards Wasted Food. Experimental Data on Food Appreciation and Sales
Luca Casetti, Bern University of Applied Sciences, Food Science & Management, Switzerland
Thomas A. Brunner, Bern University of Applied Sciences, Food Science & Management, Switzerland
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In this experimental study we examine the reactions of consumers towards wasted food under two different conditions. Having an organic product and a more personal relation to the food provider evokes more self-related responsibility whereas having bought the product on sale shows no effect.

Political Affiliation Moderates Attitudes Towards Artificial Intelligence
Noah Castelo, Columbia University, USA
Adrian Ward, University of Texas at Austin, USA

Despite the inexorable march towards human-level artificial intelligence almost nothing is known about how consumers perceive the risks and benefits of this revolutionary trend. We report 2 studies exploring these issues finding that consumers’ attitudes are strongly influenced by political affiliation and by anthropomorphism of computers.

Who Gets Nudged? How Choice Architecture Interventions Interact with Preferences
Noah Castelo, Columbia University, USA
Crystal Reeck, Temple University, USA
Jon Jachimowicz, Columbia University, USA
Eric Johnson, Columbia University, USA
Elke Weber, Columbia University, USA

We explore how default effects are moderated by decision makers’ pre-existing preferences. Default effects are significantly enhanced when the intent of the choice architecture intervention is consistent with the preferences of the decision maker and when existing preferences are uncertain.

The Risk of Virtue
Boyoun (Grace) Chae, Temple University, USA
Hyun Young Park, China Europe International Business School, China
Katherine White, University of British Columbia, Canada

While prior research has examined the impact of corporate social responsibility (CSR) on consumers’ attitude toward the company and its products no extant research has investigated how CSR affects consumers’ risk-taking decisions. The current research explores how CSR influences consumers’ financial risk-taking depending on their belief in a just world.

The Donation to The Emergent-poor and to The Prolonged-poor Victims
Chia-Chi Chang, NCTU, Taiwan

Study one suggests distinct processing modes lead to different levels of willingness to donate money to the emergent-poor vs. the prolonged-poor. Study two shows preference of donating to the emergent-poor over to the prolonged-poor is also found to be affected by raising appeals (sympathetic vs. inspiring).

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