The Voice From Afar: Reverberation in Spoken Advertising Messages Influences Consumer Information Processing

Johann Melzner, NYU Stern School of Business / LMU Munich Institute for Market-based Management
Jochim Hansen, University of Salzburg

We provide first evidence that the sound design of an advertisement can have more than an aesthetic function as it affects consumers’ cognition. When reverberation was added to an announcer’s voice participants put more weight on statistical (versus individualized) product information. This effect influenced evaluation, willingness to pay, and choice.

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How Companies’ CSR Motivation Influences Consumers to Adopt Pro-social Behavior

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This paper proposes that CSR motivation impacts consumers’ pro-social behaviors based on consumer-brand social distance. Consumers close to the brand are positively (vs. negatively) influenced by benevolent (vs. self-interest) CSR motivation (experiments 1 and 2). Experiment 3 provides evidence that this effect is mediated by consumers’ skepticism about the CSR action.

Matte Is the New Green:
The Influence of Matte Packaging on the Perceived Greenness of Products

Eva Marckhgott, WU Vienna, Austria
Bernadette Kamleitner, WU Vienna, Austria

In two studies we show that products in matte packages are perceived to be greener than products in glossy packages and that this cue is particularly strong in competitive presentation settings. Our findings draw attention to the importance of packaging surface and may inform packaging design.

Age-Related Changes in Materialism in Adults – A Psychological Insecurities Perspective

Christian Martin, HEC Lausanne, Switzerland
Sandor Czellar, HEC Lausanne, Switzerland

It has been reported frequently that materialism declines with age during adulthood. The reasons for this however have not yet been studied. In two studies we find that this effect can be partially explained by age-related changes in self-uncertainty. Implications for theory are discussed.

A Threatened Relationship Makes More Positive Consumers:
The Effect of Romantic Jealousy on Advertising Effectiveness

Olga Martin, University of Washington, USA
Lea Dunn, University of Washington, USA

This research examined the effect of romantic jealousy on advertising effectiveness and found that romantic jealousy increased overall favorability of attitudes toward advertisements and advertised products as well as purchase intention. Mediation analyses confirmed that the effect of jealousy on confidence is the mechanism by which jealousy affects advertising effectiveness.

Consumer Engagement with Luxury Foods

Ewa Maslowska, Northwestern University - Medill, USA
Vijay Viswanathan, Northwestern University - Medill, USA
Mototaka Sakashita, Keio University, Japan

Luxury foods are often purchased for their experiential and identity benefits and hence can enhance consumer engagement. Preliminary analysis of purchase transactions from an ultra-luxury department store show that food purchases contribute to reducing the time elapsing between two shopping trips and thus increase engagement with the store.

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We provide first evidence that the sound design of an advertisement can have more than an aesthetic function as it affects consumers’ cognition. When reverberation was added to an announcer’s voice participants put more weight on statistical (versus individualized) product information. This effect influenced evaluation willingness to pay and choice.