Functional Near-Infrared Spectroscopy (Fnirs): a New Tool For Consumer Research?

Caspar Krampe, Heinrich Heine University Düsseldorf, Germany
Enrique Strelow, Justus Liebig University Giessen, Germany
Peter Kenning, Heinrich Heine University Düsseldorf, Germany

As a new method for consumer research our study aims to validate the functional Near-Infrared Spectroscopy (fNIRS) in a laboratory experiment. Preliminary results indicate that the fNIRS is indeed a reasonable neuroscientific method to study consumer behaviour.

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Do Consumer Choices Make Us Narcissists?  
The Role Of Self-Referencing And Self-Affirmation

Michail Kokkoris, University of Cologne, Germany  
Ulrich Kühnen, Jacobs University Bremen, Germany  
Constantine Sedikides, University of Southampton, UK

We examined two pathways from consumer choices to maladaptive narcissism operating in parallel. Choice yields both self-referencing and self-affirmation which in turn have opposing effects on narcissism: Whereas self-referencing increases maladaptive narcissism self-affirmation reduces it. Therefore consumer choices can simultaneously augment maladaptive narcissism via self-referencing and attenuate it via self-affirmation.

When Does Anxiety Make Consumers More Careful About Conserving Resources?

Shruti Koley, Texas A&M University, USA  
Caleb Warren, Texas A&M University, USA  
Suresh Ramanathan, Texas A&M University, USA

Anxiety is a multi-dimensional emotion that can be broken down into narrower categories. Individuals experience active-anxiety when they’re lagging behind on goals they feel responsible for while they experience passive-anxiety when they perceive global threats that are outside their control. Active-anxiety unlike passive-anxiety increases choice for discounted products and activities.

Applications of the Need for Smell-Scale

Monika Koller, WU Vienna, Austria  
Thomas Salzberger, WU Vienna, Austria  
Arne Floh, University of Surrey, UK  
Alexander Zauner, WU Vienna, Austria  
Maria Sääksjärvi, Delft University of Technology, The Netherlands  
Rick Schifferstein, Delft University of Technology, The Netherlands

Little is known about the individual propensities of consumers to actively engage their senses in purchase decision-making. This is especially true for the sense of smell. The current paper presents field applications of the Need for Smell-scale. Moreover common patterns of need for touch and need for smell are identified.

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Precise Like a Swiss Watch: Semantic Precision in Marketing Communication

Ann Kronrod, Boston University, USA  
Vincent Xie, University of Massachusetts, USA

Three studies reveal that semantic precision (verbally describing things exactly as they are) influences perceptions and attitudes towards products. This effect is mediated by perceived conversational cooperativeness and trustworthiness of the source. Further we find that the salience of the effect of semantic precision depends on context (hedonic/utilitarian).