Precise Like a Swiss Watch: Semantic Precision in Marketing Communication

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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).

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Do Consumer Choices Make Us Narcissists?  
The Role Of Self-Referencing And Self-Affirmation  
Michail Kokkoris, University of Cologne, Germany  
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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  
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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  
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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.

Functional Near-infrared Spectroscopy (fNIRS): A New Tool for Consumer Research?  
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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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