Towards a Better Understanding of Sales Promotions’ Impact on Impulsive Purchases

Mahshid Omid, Université Laval
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Although previous research emphasized that a significant percentage of impulsive purchases comes from sales promotions, the psychological mechanisms at the origin of this influence have been understudied. To address this gap, this paper investigates the mediating role of consumer affective and cognitive responses on impulse buying process of promoted products.

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Goal Failure Enhances Creativity
Luke Nowlan, University of Miami, USA
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We examine the cognitive consequences of failed goal pursuit and demonstrate that goal failure leads to the consideration of an array of alternative goals which induces a flexible mindset and enhances creativity. Contributions to both the goal pursuit and creativity literatures are discussed.

Empirical Generalizations of Brand Personality Dimensions: Longitudinal Analysis of a Robust Six Factor Model
Travis Tae Oh, Columbia University, USA
Michel Tuan Pham, Columbia University, USA
Kamel Jedidi, Columbia University, USA

Since Aaker’s seminal paper on brand personality the validity of this proposition has not been fully investigated. We analyze 15 years of proprietary panel data with 17000 subjects and 3000 brands per year provided by BAV. We find in fact a six dimension brand personality structure that evolves over time.

The Relationship between Happiness and Perception of Purchases: Experiential Versus Material
Hyewon Oh, University of Illinois at Urbana-Champaign, USA
Incheol Choi, Seoul National University, Korea

We examine two unanswered questions regarding happiness and the fuzzy boundary between experiential purchases and material purchases. Using a multi-method approach we found that happy people perceive their purchases as more experiential than less happy people do and people become happier when they practice ‘experiential framing’ of their purchases.

When Gift Giving is Stressful: The Role of Relationship Style
Lale Okyay Ata, Koc University, Turkey
Zeynep Gurhan Canli, Koc University, Turkey
Nicole Verrochi Coleman, University of Pittsburgh, USA

In two studies this research explores relationship attachment style as an antecedent of gift giving stress and investigates the differential impact of separate insecure attachment styles on consumers’ attitudes toward various stages of gift giving. Implications for theory and practice are discussed.

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Webrooming or Showrooming? A Matter of Involvement
Carlos Orús, University of Zaragoza, Spain
Raquel Gurrea, University of Zaragoza, Spain
Carlos Flavián, University of Zaragoza, Spain

We examine two cross-channel behaviours formed by the integration of the online and physical channels: showrooming (information offline purchase online) and webrooming (information online purchase offline). We find that involvement is higher in webrooming than in showrooming and determines the channel preferences to search for information and buy the product.