When Causes Change How We Think and License Indulgence

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We investigate the psychological consequences of cause-related marketing (CM) and demonstrate that cultural differences in thinking style affect and are affected by CM. We identify cultural orientation as an important moderator of previously documented licensing effects because of differences in consumers’ attribution of virtuosity.

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How Ownership Judgments Affect Brand Extension Evaluations
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We find evidence suggesting that when brands extend into contexts where the user’s ownership is ambiguous brand extension evaluations operate through how observers evaluate the user. We also demonstrate that these effects disappear when the consumer does not have a strong self-brand connection.

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Deny the Voice Inside:
For Collectivists, Attitude Accessibility May Hinder Decision Making
Aaron Barnes, University of Illinois at Urbana-Champaign, USA
Sharon Shavitt, University of Illinois at Urbana-Champaign, USA

Although accessible personal attitudes are generally seen as desirable and helpful we present evidence that for collectivists compared to individualists such attitudes may have more negative or dissonance-inducing consequences particularly when those attitudes appear to be at odds with prevailing norms and thus interfere with adapting to normative expectations.

In The “I” of The Beholder:
Improving Health Communication by Using The First Person Perspective
Frederic Basso, London School of Economics, UK
Benjamin Voyer, ESCP Europe, France
Olivia Petit, INSEEC Business School, France
Kevin Le Goff, Aix Marseille Université, Marseille, France
Olivier Oullier, Aix Marseille Université, Marseille, France

The present research draws from studies on food psychology and embodied cognition to investigate the effect of the attribute of the message (pleasure vs. health) and the visual perspective (first vs. third-person perspective) on persuasion using behavioral and neuroimaging (fMRI) experiments.

Not Just a Pretty Face! The Impact of Model Facial Expression and Body Mass Index on The Effectiveness of Health Advertising
Kerrie Bertele, University of Hertfordshire, UK
Ariadne Kapetanaki, University of Hertfordshire, UK
Paul Connell, Stoney Brook University, New York, USA

We examine the presentation of models in health advertisements. Eye-tracking experiments investigate the impact of: (1) facial expression (serious vs. fake smile vs. Duchenne smile) and (2) low versus high BMI on consumer’s visual attention and intent to eat healthy. Recommendations to guide the design of health advertisements are developed.