



ASSOCIATION FOR CONSUMER RESEARCH

Labovitz School of Business & Economics, University of Minnesota Duluth, 11 E. Superior Street, Suite 210, Duluth, MN 55802

Voters' Processing Mindsets and Construing Modes of Campaign Advertising

Hsuan-Yi Chou, National Sun Yat-sen University, Taiwan

Based on theories on attitude change, resistance to persuasion, and construal-level theory, this study examines how party consistency and the timing of broadcasting campaign advertisements affect voters' processing mindsets and construing modes of advertising messages, and therefore investigates their responses towards advertisements. The findings contribute to political-marketing research and practice.

[to cite]:

Hsuan-Yi Chou (2016) , "Voters' Processing Mindsets and Construing Modes of Campaign Advertising", in NA - Advances in Consumer Research Volume 44, eds. Page Moreau and Stefano Puntoni, Duluth, MN : Association for Consumer Research, Pages: 724-724.

[url]:

<http://www.acrwebsite.org/volumes/1021425/volumes/v44/NA-44>

[copyright notice]:

This work is copyrighted by The Association for Consumer Research. For permission to copy or use this work in whole or in part, please contact the Copyright Clearance Center at <http://www.copyright.com/>.

The Reversed Endowment Effect in Living-Goods Transactions

Rui Chen, Xiamen University School of Journalism and Communication, China
Leonard Lee, National University of Singapore Business School, Singapore
Yuhuang Zheng, Tsinghua University School of Economics and Management, China

Prior research has shown that the endowment effect is sizable and robust. However the results of four studies suggest that the endowment effect may be reversed in transactions involving living objects implicating the role of psychological ownership—in particular perceived accountability and anticipated costs of ownership—in this effect reversal.

The Effect of Power on Consumers' Preferences for Nostalgic Products

Huan Chen, Renmin university of China, China
Sheng Bi, Renmin university of China, China
Jun Pang, Renmin university of China, China
Lingyun Qiu, Peking University, China

This research proposes the effect of power on consumers' preferences for nostalgic products. Results from two studies show that consumers with lower power are more likely to purchase nostalgic products. In addition the motivation to search for meaning in life works as the underlying mechanism that accounts for this effect.

The Effect of Smiling Expression on Status Perception and Product Evaluation

Yunqing Chen, the Chinese University of Hong Kong, China
Robert S. Wyer, the Chinese University of Hong Kong, China

We examined the effects of an endorser's facial expression on consumers' reactions to endorsers used in print ads and the consequent impact of these reactions on evaluations of the products being promoted. One study showed that people perceive a smiling female to have lower social status than a nonsmiling female but perceive a smiling male to have higher status than a nonsmiling male. These attributions in turn influenced evaluations of the products that the endorsers promoted. However smiling also influenced consumers' liking for the endorser and thus had a direct effect on product evaluations independently of status.

#ConsumerActivism: How Online Consumer Activism Impacts Brand Change

Amber M. Chenevert, St. John's University, USA
Aleksandr V. Gevorkyan, St. John's University, USA

The authors sought to understand the motivations actions and expectations of both online consumer activists and brand executives who have encountered consumer activist campaigns. This research contains online consumer activism implications for brand managers economics and marketing theory integration and introduces qualitative research to a largely quantitative area of study.

Voters' Processing Mindsets and Construing Modes of Campaign Advertising

Hsuan-Yi Chou, National Sun Yat-sen University, Taiwan

Based on theories on attitude change resistance to persuasion and construal-level theory this study examines how party consistency and the timing of broadcasting campaign advertisements affect voters' processing mindsets and construing modes of advertising messages and therefore investigates their responses towards advertisements. The findings contribute to political-marketing research and practice.

Being an Underdog or a Frontrunner: The Effects of Candidate Labels on Voters' Responses

Hsuan-Yi Chou, National Sun Yat-sen University, Taiwan

Despite pervasive use of the underdog and frontrunner labels in elections related studies are still scant. This study examines the relative effects of labeling candidates as underdogs vs. frontrunners in political communications and explores the moderation of candidate-related and voter-related variables. Research results contribute to political-marketing theories and practices.