Human Model Effect? Online Visual Presentation of Fashion Merchandise

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Fashion retailers use human models to present their merchandise. The purpose of this research is to investigate the effects of using human models on product evaluations. The results showed that it can vary depending on the level of individual’s dispositional or situational visualization ability, which further should be domain specific.

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Seeking a Green City to Live in: The Differential Impact of Innovation-Based Versus Regulation-Based Environmental Policy on Willingness to Live

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In three studies we show that innovation-based policy leads to a greater willingness to live than regulation-based policy. Using a serial mediation analysis we further show that this effect is mediated by perceived innovativeness and then by perceived quality of life resulting in an increased willingness to live.

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The Illusion of Processing Fluency on Pro-social Campaigns: Unjustifiable Efforts Produce Guilty Feelings

Yae-eun Kim, Temple University, USA
Yae Ri Kim, Seoul National University, South Korea
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This study provides evidences that attitudes in processing pro-social campaigns are moderated by different goals. We found that if one’s goal is dishonorable putting extra effort into difficult processing fluency (DPF) campaigns causes negative effects. The increase in guilt when dealing with DPF campaigns explains the underlying mechanism.

Proudly Going Green: Emotional Appeals Influence Outcomes for Environmental Marketing Challenges

Yae-eun Kim, Temple University, USA
Crystal Reeck, Temple University, USA

We examined the effect of goal progress and emotional appeal messages. Findings support that emotional appeal messages increase the feeling of helping the environment and intentions to complete the marketing challenge. Subsequent experiments investigate the effect of progress in social goals on the attitudes toward pro-social behavior.

The Interplay of Happiness and Control on Reliance on Feelings versus Reasons in Decision Making

Moon-Yong Kim, Hankuk University of Foreign Studies, Korea
Sungjun Park, KAIST, Korea

Previous research has demonstrated that happy moods are known to promote feeling-based processing whereas sad moods promote reason-based processing. The current research shows that a high (vs. low) level of control in a happy situation can promote a greater reliance on feelings (vs. reasons) in making judgments and decisions.