Controversial Advertising: Reflections From Professionals

Jan Brace-Govan, Monash University, Australia

This study examines the work practices of advertising professionals through in-depth interviews to gather their views on controversial advertising, specifically adverts that depict violence against women. The fragmentation of the advertising industry, especially around digital channels, has reduced opportunities for internal review leading to increases in unintentional controversy.

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The “GMO” Halo Effect: How Labeling Products as Genetically Modified Influence Calorie Judgments
Nicolas Bochard, Université Grenoble Alpes, France
Dominique Muller, Université Grenoble Alpes, France
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In the same way as organic or fair trade labels GMO can lead to misperceptions on the caloric content of the food products (health halo effect). Depicting food as not containing GMO lead to positive evaluation (less caloric). Depicting food as containing GMO conversely lead to negative evaluation (more caloric).

Live in Your World - Play in Ours: How Pre-Configurations Based on Preference Articulation Affect Consumer Product Configuration Processes
Daniel Boller, University of St. Gallen, Switzerland
Tobias Schlager, University of St. Gallen, Switzerland
Andreas Herrmann, University of St. Gallen, Switzerland

Firms face the challenge that product configurators are often perceived to be complex. This research proposes a novel format of product configuration that tackles these issues specifically providing consumers the opportunity to articulate their preferences and offering them an initial product configuration based on these articulated preferences.

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“You Shouldn’t Have!” Facework and Disposal in Gift Receiving as a Way to Manage Interpersonal Relationships
Ines Branco-Illodo, Nottingham Trent University, UK
Teresa Heath, Nottingham University, UK
Caroline Tynan, Nottingham University, UK

Drawing on Attachment Theory this research addresses the neglect of the ways in which recipients use gift receiving to manage relationships with givers. By pretending reducing dissonance and being honest in their gift responses and by using different disposal strategies recipients deal with the emotional anxiety of receiving unwanted gifts.

Uncertainty and the Provision of Online Reviews for Services
Leif Brandes, University of Warwick, UK
Rosa Cacabelos, Universität Zürich, Switzerland
Egon Franck, Universität Zürich, Switzerland

We study the effect of uncertainty about a service’s true quality level after purchase on the provision and content of online reviews. We show that such uncertainty reduces the number of posted reviews and makes posted reviews more negative such that reviews no longer reflect true product quality levels.