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How Youtube Storytelling Can Win Consumers' Hearts: the Case of Nivea

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The study explores the role of storytelling in generating positive consumer responses to video ads, compared to fact-based ads. The findings support the relevance of storytelling in enhancing consumer-brand relationship and show how a co-creation process in the evolution of a brand's storytelling content contributes to large and positive consumer responses.

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How Thinking Style Impacts Consumer Reactions to Corporate Social Responsibility

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We examine how consumers' thinking style may impact their evaluation of CSR. We show that analytical thinkers evaluate companies more positively when the company-cause fit is high (vs. low) holistic (vs. analytical) thinkers evaluate companies more positively when the fit is low. CSR attributions mediate these effects.

How Youtube Storytelling Can Win Consumers' Hearts: The Case of Nivea

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The study explores the role of storytelling in generating positive consumer responses to video ads compared to fact-based ads. The findings support the relevance of storytelling in enhancing consumer-brand relationship and show how a co-creation process in the evolution of a brand's storytelling content contributes to large and positive consumer responses.

The Effect of Visual Transparency on Taste Perception

Isabel L. Ding, National University of Singapore, Singapore
Miaolei Jia, National University of Singapore, Singapore

We demonstrate that individuals perceive the same beverage to be thicker when it is served in a visually opaque (vs. transparent) container. This effect arises because individuals attribute the perceived thickness of the beverage to the visual density of the container that it is served in.

The Effect of Gender-Scent Congruity on Product Evaluation and Purchase Intention

Isabel L. Ding, National University of Singapore, Singapore
Ming Ming Loo, National University of Singapore, Singapore
Xiuping Li, National University of Singapore, Singapore

Gender-scent congruity (e.g. female consumers exposed to feminine scents) enhances consumers' product evaluation purchase intention and willingness to pay for gender-neutral products (e.g. backpacks) when consumers engage in self-expression considerations. This effect is further moderated by the gender of the spokesperson in the product advertisement.

The Effect of Feedback Frequency on Goal Performance

Isabel L. Ding, National University of Singapore, Singapore
Leonard Lee, National University of Singapore, Singapore

Frequency of feedback given to individuals when pursuing a goal has an effect on their goal performance. Long-interval feedback (feedback given at longer regular intervals) leads to higher goal performance than short-interval feedback (feedback given at shorter regular intervals).

Do You Cut In Line?

Predicting Individuals' Compliance to Social Norms From Day-to-Day Behavior.

Michael Dorn, University of Bern, Switzerland
Adrian Brügger, Universität in Cardiff, Wales
Claude Messner, University of Bern, Switzerland

This paper demonstrates the predictive validity of a recently developed conformity scale in which consumers self-report day-to-day behavior. This conformity scale is the only one constructed on a Rasch model hence incorporating both the probability of the behavior and the costs related to reporting engagement in this behavior.