The Interaction Between Moral Behavior and Social Norms

Dikla Perez, Tel Aviv University and Technion, Israel
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This research uses the case of digital-content piracy to examine the behavioral consequences of engaging in socially acceptable immoral behaviors. We suggest that consumers’ willingness to pay for digital content piracy is driven by negative emotions linked to their perceived dishonesty and relevant when social norms against piracy are strong.

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I Aspire to Give to Your Needs, I am Responsible to Give to Your Aspirations:  
Persuasion of Philanthropy Functions Through Regulatory Non-fit

Sara Penner, University of Manitoba, Canada  
Olya Bullard, University of Winnipeg, Canada

This research examines philanthropic giving from a goal-directed perspective. Applying the framework of Regulatory Focus Theory (Higgins 1997) a persuasion through regulatory non-fit phenomenon is identified. Individuals' promotion focus motivates giving to prevention-focused causes whereas individuals' prevention focus motivates giving to promotion-focused causes. Implications for theory and practice are discussed.

Brand Extensions - It's all About Managing Accessibility

Adrian Peretz, Kristiania University College, Norway  
Lars Olsen, Kristiania University College, Norway

We demonstrate that using benefit-based brand extensions and selecting extension categories that can be subsequently subsumed into more abstract categories reduces interference in memory from category associations–allowing for easier retrieval of diagnostic of brand benefit associations.

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Comparing Prices Then and Now – the Store Price Image Determines Reference Price Dominance

Anne Odile Peschel, Aarhus University, Denmark

When evaluating product prices consumers compare the observed prices to an internally retrieved or externally suggested reference price. Using scanner panel data I show that while in high price image store formats the internal reference price dominates in low price image formats consumer rely more on externally suggested reference prices.

When Governmental Regulation Causes Price Increases:  
Is Communicating a Good Cause Always Beneficial?

Doreen Pick, University of Applied Sciences Merseburg, Germany  
Stephan Zielke, University of Wuppertal, Germany  
Wayne D. Hoyer, University of Texas at Austin, USA

Price increases can occur as the result of governmental regulations which support a good cause. Firms can justify the increase by highlighting the good cause (environment framing) or they could blame the government for the regulation (government framing). We analyze the impact of such strategies in a field scenario experiment.

Distant but Local: Border-Based Perceptions of Localness and Effects on Food Preference

John Price, University of Oregon, USA  
Brandon Reich, University of Oregon, USA

We first introduce and validate the Locavore scale. We then show experimentally that consumers exhibit a “border bias” in which distant (vs. proximal) food is perceived as more local when it is sourced from within their political borders and how localness perceptions interact with Locavorism to influence food choices.