Resources Availability and Explicit Memory Largely Determine Evaluative Conditioning… Even in a Paradigm Conducive of Implicit Ec Effects.

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Three studies used a multinomial processing tree model to examine the impact of attentional load on implicit and explicit learning processes involved in Evaluative Conditioning. Results yielded evidence for explicit learning, but no support for implicit learning processes, even though studies relied on sensitive experimental and analytic procedures.

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“It Might Fit But Cost More”:
Similarity, Skepticism, and Regulatory Focus in Cause-Related Marketing

Monica Mendini, Università della Svizzera Italiana, Switzerland
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A key issue in CRM is how fit and skepticism are related. Our findings suggest that even if consumers perceive higher fit with taxonomic partnerships they are more skeptical and expect companies to contribute more to the cause. To lower this effect a promotion (vs. prevention) focus strategy is suggested.

Motivating Persistence and Risky Choice: Beyond Monetary Incentives

Rachel Meng, Columbia University, USA
Ran Kivetz, Columbia University, USA

Incentives motivate us. While considerable research has focused on monetary rewards our evidence suggests that non-monetary hedonic rewards may induce greater persistence—and better performance—in real-effort tasks. Participants facing hedonic (vs. monetary) incentives were also more likely to invest effort to earn a larger-uncertain reward over a smaller-surer one.

White and Clean: How Disease Avoidance Affects Color Preferences

Uwe Messer, University of Bamberg, Germany
Daniel Hein, University of Bamberg, Germany
Steffen Woelfl, University of Bamberg, Germany
Alexander Leischning, University of Bamberg, Germany

This research examines how an activated disease avoidance system influences preferences for products with light-colored surfaces. Light-colored surfaces facilitate the detection of impurity which is a fundamental goal when consumers are motivated to protect themselves from contamination. The results of two experiments allow for important theoretical and managerial implications.

Online Retailing is Here to Stay -
The Effects of Product-Context Levels On Consumer Decision Making

Jan Meyer, Tecnológico de Monterrey, Mexico
Eva Gonzalez Hernandez, Tecnológico de Monterrey, Mexico
Paz Toldos Romero, Tecnológico de Monterrey, Mexico

We investigate the role of context (with or without) in online product presentations and its influence on the consumer’s value perception. High context presentations generate increased value through increased mental imagery. The level of involvement and the consumer’s implicit theory moderate the relationship. Our results help improving online shopping experiences.

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