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Advertising Effectiveness: Examining the Role of Latent Themes on Advertising Success

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We extract two latent themes from transcripts of television advertisements using latent topic modelling. Their impact on the advertisements' success is assessed using a multinomial logit model. We contribute methodologically and substantively by introducing a novel latent theme approach for understanding impact of textual themes on consumer's ranking of advertisements

[to cite]:

Prakash Satyavageeswaran, M G Parameswaran, and Sridhar Samu (2016) ,"Advertising Effectiveness: Examining the Role of Latent Themes on Advertising Success", in NA - Advances in Consumer Research Volume 44, eds. Page Moreau and Stefano Puntoni, Duluth, MN : Association for Consumer Research, Pages: 757-757.

[url]:

<http://www.acrwebsite.org/volumes/1022369/volumes/v44/NA-44>

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Lost in the Supermarket: Searching for Products on Crowded Shelves

Ana Scekkic, HEC Paris, France
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Crowded scenes make it more difficult to differentiate otherwise distinct objects. We study how the positions of products on the vertical range of the visual field affect consumers' search experience in a retail context. We provide initial evidence for shelf location based effects on consumer search in crowded scenes.

The Monetary Value of Ethical Attributes: Preference Reversal Effects Among Cause-Related Marketing Campaigns

Christina Patricia Schamp, University of Hamburg, Germany
Mark Heitmann, University of Hamburg, Germany
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The momentum of cause-related marketing allows the transfer of the norm theory of category-bound thinking on market scenarios evaluating the actual value of ethical attributes. Our results show that the importance of causes and subsequent choices reverse when two isolated campaigns are implemented jointly and brand-cause fit moderators this reversal.

Consumer-Expert Interactions in the Medical Domain: Exploring When and How Patients with Prostate Cancer Ask Their Physicians for Advice

Karen Scherr, Duke University, USA
Mary Frances Luce, Duke University, USA
Peter Ubel, Duke University, USA

With the increasing consumerization of healthcare the role of physician recommendations has become more complex and uncertain. Using data from patients with prostate cancer we find significant variation in how patients request recommendations how physicians respond to those requests and identify factors (e.g. anxiety) that predict whether patients request recommendations.

Using Humor to "Sell" Good Life Choices

Julie L. Schiro, University College Dublin, Ireland

What is the effect of humor on public service ads? On one hand humor could hurt by trivializing the problem. On the other humor could help by making the ad more likable. Using SEM I model these factors simultaneously to find the net effect of humor on behavior.

Close Alternatives: The Influence of Spatial Proximity on Choice Difficulty

Iris K. Schneider, VU University Amsterdam, the Netherlands
Norbert Schwarz, University of Southern California, USA
Sander L. Koole, VU University Amsterdam, the Netherlands

Decision difficulty is often expressed in spatial language for instance when people say "the choice alternatives are close". We explore the consequences of this metaphor for consumer decision-making. Our findings reveal that choices are harder when alternatives are presented spatially close together compared to far apart.