#Noboysallowed: Consumer Response to Brand Infidelity

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This research explores consumer response to brands that shift their focus to different customers, a concept we term brand infidelity. We propose that consumers who identify strongly with a brand experience more betrayal - yet are more likely to forgive - when a brand “cheats” on them with other customers.

[to cite]:

[url]:
http://www.acrwebsite.org/volumes/1022415/volumes/v44/NA-44

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Working Papers

Effects of Face and Gaze Direction in Print Advertisements
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This study assesses the effects of face presence and gaze direction in print advertisements on attention to and memorization of the product and the advertisement. Our main finding is that advertisements are more effective in “gaze towards the product” condition than in “gaze towards the observer” and “no face” conditions.

Virtue in Vice: Benefits of Conspicuous Consumption for the Powerless
Sumaya AlBaloohsi, BI Norwegian Business School, Norway
Mehrad Moeini-Jazani, BI Norwegian Business School, Norway
Bob M. Fennis, University of Groningen, The Netherlands
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Lacking power motivates people to consume conspicuously to signal status. However beyond the desire to signal status little is known about the positive consequences of conspicuous consumption for the powerless. In this ongoing research we provide initial evidence that powerless’ acquired status through conspicuous consumption enhances their cognitive abilities.

Social Valuation and Neoliberal Ideology in Postfeminist Digital Spaces
Mikael Andéhn, Aalto University, Finland
Joel Hietanen, Stockholm University, Sweden
Thom Iddon, Stockholm University, Sweden

The online community labeled “the red pill” is growing rapidly and references to it in mainstream media are becoming commonplace. Delving into the community we uncover traces of an ideology in which social relations operate under market-like conditions and where management of the self is the key to marketplace success.

Should I Copy Her? A Meta-Analytic Synthesis Of Mimicry Effects
Susan Andrzejewski, California State University Channel Islands, USA
Krista Hill, Babson College, USA
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Nancy Puccinelli, University of Bath and Oxford University, UK

We quantitatively synthesize the work on mimicry effects (i.e. effects of copying another’s behavior). The results suggest for example that mimicry can increase favorable behavior by as much as 82% over a non-mimicry baseline. Importantly these effects are significantly attenuated by behavior that is mimicked and goals.

#NoBoysAllowed: Consumer Response to Brand Infidelity
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