Asymmetric Conformity to Positive and Negative Advice

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Leaps and Tweaks: The Impact of Version Numbers on Product Attractiveness
Meyrav Shoham, Technion - Israel Institute of Technology, Israel
Yael Steinhart, Tel-Aviv University, Israel
Sarit Moldovan, The Open University of Israel, Israel

When consumers evaluate products with version numbers smaller numerical gaps between version numbers can enhance product appeal. Three studies show that this effect occurs when the existing version has a decimal number while the new version has a whole number suggesting a more substantive leap after several incremental ones.

Mental Representation of Attitudinal Ambivalence
Amit Surendra Singh, Ohio State University, USA
H. Rao Unnava, Ohio State University, USA

An ambivalent attitude has both positive and negative reactions associated with it. In this research the underlying structure of oppositely-valenced components is investigated. Preliminary evidence indicates positive and negative thoughts about an object being stored together in memory. Further effect of situational relevance on accessibility is studied.

The Telepresence Effect: Changing Attitudes via Virtual Tours in Marketing Communications
Nathalie Spielmann, NEOMA Business School, France
Antonia Mantonakis, Brock University, Canada
Barry J. Babin, Louisiana Tech University, USA
Aikaterina Manthiou, NEOMA Business School, France

Virtual online tours enable a consumer to immerse themselves in environments without physically being in them usually in the hopes of encouraging positive attitudes toward the advertiser. Two studies demonstrate how consumer and advertiser interactivity unique to virtual tours leads to telepresence (e.g. immersion) which then leads to positive attitudes.

How Hunger Facilitates Dieting: The Paradoxical Effect of Hunger When Individuals are Primed With an Environmental Dieting Cue
Aline E. Stämpfli, University of Bern, Switzerland
Thomas A. Brunner, Bern University of Applied Sciences, Switzerland
Sabrina Stöckli, University of Bern, Switzerland
Claude Messner, University of Bern, Switzerland

This research examines the influence of an environmental dieting cue in interaction with hunger. Results reveal that the cue a screensaver showing thin human-like sculptures by the artist Alberto Giacometti reduced unhealthy food intake especially in hungry individuals. Thus the dieting cue was effective when it was actually needed.