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Delegitimation of a Cultural Product: the Case of Turkish Tv Drama Behzat C.

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This study examines the process of marketplace de-legitimation during which consumption practices are challenged and eliminated from the marketplace as a consequence of their inability to comply with, become associated with, and alter the definitions of legitimacy.

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Food Label Use by Functionally Low-Literate Consumers in a Rural South African Context

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This study investigated food label use by functionally low-literate consumers in a South African rural area. Respondents sometimes read labels and understood simple label information but struggled with more complex information and symbols. The provision of easily understandable labels for low-literate consumers to facilitate informed decisions will also benefit manufacturers.

Self-Reference as a Trigger of the Inner Prosecutor: The Moderating Role of the Self-Reference Effect on the Relationship between Consumers and Transgressor Brands

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This study analyzes the interplay between self-reference effect and corporate brand transgressions on consumer punishing behavior. By a 2x2 experimental design it is found that the interaction effect between self-reference and no self-reference groups and transgression levels causes a dramatic increase in punishing behavior under mild transgression rather than severe transgression.

Delegitimation of a Cultural Product: The Case of Turkish TV drama Behzat C.

Anil Isisag, University of Wisconsin - Madison, USA

This study examines the process of marketplace de-legitimation during which consumption practices are challenged and eliminated from the marketplace as a consequence of their inability to comply with become associated with and alter the definitions of legitimacy.

Patterns of Emotional Brand Experiences Across Cultures: The Role of Context and Social Orientation of Emotions

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There is a lack of frameworks predicting under what conditions different brand emotions will be observed across cultures. We address this limitation by focusing on the social orientation of emotions and field dependency theories. One important finding is that brands evoke theoretically atypical emotions in an interdependent culture.

Effects of Dialecticism on Consumer Responses to Products With Conflicting Goals

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Research on drivers of consumer reactions to healthy vices (indulgent products with healthy claims) has been limited. We focus on dialecticism to predict and explain responses to these products within and across cultures. One important finding is that dialectical consumers (vs.non-dialectics) are significantly more accepting of products with conflicting goals.