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We challenge the negativity effect and present empirical evidence showing that in some situations positive information about the brand may have stronger effect on brand evaluation than the negative one. The effect is moderated by the reference point. Our findings add to the discussion on the effectiveness of negative advertising.

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17-G: How Satisfied Are You with Your Purchase?: Role of Experience Variety and Self-Construal Level

Kyoung Tae Huh, Seoul National University, South Korea
Youseok Lee, Seoul National University, South Korea
Sang-Hoon Kim, Seoul National University, South Korea

Prior research reveals that perceiving less variety in product usage experiences increases the satisfaction on the purchase. This research extends the finding by showing that utilitarian value plays a role in producing this effect and that this outcome is enhanced for interdependent thinkers who recognize greater similarity among product attributes.


Claudia Iglesias, Wilfrid Laurier University, Canada
Grant Packard, Wilfrid Laurier University, Canada

We examine how the speech of artificial intelligence (AI) assistants (e.g. Siri) impacts perceptions of them as persuasion agents. A lab study reveals that first name addressing by AI assistants shifts perceptual mediators of the persuasion attempt from functional (i.e. processed like a product) to personal dimensions (like a person).


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9-K: Healthy Cake or Decadent Cake, Could Dialecticism Be the Answer?

Alexander Jakubanecs, Norwegian School of Economics, Norway
Alexander Fedorikhin, Indiana University, USA
Nina Iversen, BI Norwegian Business School, Norway

Research on drivers of consumer reactions to indulgent products with healthy claims has been limited. We focus on dialectical thinking to predict and explain responses to these products within and across cultures. We find that consumers with situationally and chronically accessible dialecticism are significantly more accepting of such products.

11-E: Giving Money versus Giving Time: The Timing Effect of Thank-You Gifts on Donation Satisfaction

Miaolei (Liam) Jia, National University of Singapore, Singapore
Isabel Ding, National University of Singapore, Singapore

Charity organizations often give thank-you gifts to donors. We demonstrate that when giving money receiving thank-you gifts after the donation (vs. before the donation) decreases donors’ donation satisfaction. However when giving time receiving thank-you gifts after the donation (vs. before the donation) increases donors’ donation satisfaction.

10-A: Does Purging Lead to Better Self-Control? The Role of the “Simplification” Mindset

Lei Jia, Ohio State University, USA
Xiaoyan Deng, Ohio State University, USA
Xiaojing Yang, University of Wisconsin - Milwaukee, USA

We propose that purging can activate a simplification mindset that features a mental process of simplifying prioritizing and abstracting. Such a mindset can carry-over to a subsequent unrelated context with decision outcomes that involve self-control.