18-G: the Asymmetric Effect of Going Green Versus Going Luxury

Jooyoung Park, Peking University, China

Brand/line extension research has failed to investigate how consumers evaluate products with the same attributes differently depending on the focal attribute of their parent brand. This study shows that a pro-environmental product extended by a luxury brand is better accepted than a luxury product extended by a pro-environmental brand.

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14-L: The Effect of Stress on the Persuasiveness of (Central vs. Peripheral) Advertising Messages
Shirish Panchal, Wilfrid Laurier University, Canada
Dr. Tripat Gill, Wilfrid Laurier University, Canada
Dr. Zhenfeng Ma, Wilfrid Laurier University, Canada

The present research is the first study to examine the effect of stress on the persuasiveness of two key types of advertising messages (central vs. peripheral). Contrary to the negative connotation of stress we show the beneficial effect of moderate stress on information processing and its downstream effect.

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10-L: Number-location Bias: Do Consumers Correctly Process the Number?
Jihye Park, Hankuk University of Foreign Studies, South Korea
Yoon Jin Ma, Illinois State University, USA

This study investigated whether consumers process numeric information with spatial cues and whether a number-location bias is attenuated or strengthened by verticality of visual focus. Results of a series of experiments revealed that the verticality effect was stronger than the horizontality effect of numeric information on perceived magnitude.

6-I: The Impact of Mixed-Sex Competition on Women’s Choice of Androgynous Products
Jooyoung Park, Peking University, China
Fayrouz Souissi, Peking University, China

The simultaneous emergence of unisex dressing with women entering competitive environments makes it judicious to study the popularity of androgynous products in the context of mixed-sex competition. This study aims to fill a gap in the literature by investigating women’s choice of androgynous products in the context of mixed-sex competition.

11-G: Pride and Donation Behaviors
Sungjun (Steven) Park, Korea Advanced Institute of Science and Technology (KAIST), South Korea
Yong J. Hyun, Korea Advanced Institute of Science and Technology (KAIST), South Korea

By using the donation amount of real money results indicate that participants experiencing authentic pride placed a more lenient bar to them while requiring others a stricter moral bar. The results become insignificant to participants when experiencing hubristic pride.

14-F: Free But Suspicious Gift Promotion: the Influence of Product-gift Fit on Devaluating the Promoted Product
Yookyung Park, Seoul National University, Korea
Youjae Yi, Seoul National University, Korea

The present research demonstrates that when a low-fit gift (vs. a high-fit gift) is provided upon purchase consumers’ judgments on the promoted product’s value are undermined. This influence is mediated by perceived deceptiveness of the offer and moderated by consumer shopping orientation.