4-K: Methods to Improve Construct Measurement Equivalency in Cross-Cultural Consumer Research

Veronica Martin Ruiz, Iowa State University, USA
Jose A. Rosa, Iowa State University, USA

The Construct Measurement Equivalency Method is a theory-grounded approach to research instrument translation in cross-cultural inquiry. It can enhance cross-cultural research validity and reliability, help make target population instruments more culturally and linguistically relevant, attenuate the loss of linguistic and cultural nuances, and make possible a more natural response flow.

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15-H: The Sophisticated Brand Scent: The Effects of Scent Type on Brand Sophistication

Márcia Maurer Herter, ESPM Business School, Brazil
Diego Costa Pinto, ESPM Business School, Brazil
Mellina Terres, UFCSPA, Brazil
Leonardo Nicolao, UFRGS, Brazil

This research examines the effects of scent type on brand sophistication. In two studies we show that woody (vs. floral) scent enhances brand sophistication. In addition findings suggest that brand sophistication mediates the effect of scent type (woody vs. floral) on consumer’s willingness to pay.

4-D: Decomposing Cultural Effects in the Valuation of Time: Orientation, End and Progress

Yan Meng, Grenoble Ecole de Management, France
Ana Valenzuela, Baruch College, CUNY, USA & ESADE, Spain

Individuals of Western cultural identity assign a higher monetary value to the future and are willing to wait a longer time for a larger amount of money than Easterners because of East Asians’ past orientation, future ambiguity, and belief that time-related events progress following trends that may reverse.

15-E: Putting Scent Where It Belongs: The Effects of Scent Intensity and Presentation Order on Scented Product Evaluation

Hua (Meg) Meng, Longwood University, USA
Cesar Zamudio, Kent State University, USA
Robert D. Jewell, Kent State University, USA

This research investigates how to effectively promote a new scented product and how to sequence its presentation alongside other scented products. This study examines the interactive effects of presentation order and scent intensity on the focal scent’s evaluation and suggests the optimal placement of the focal scent.

17-B: Every Crowd Has a Silver Lining: Threat Unleashes the Positive Aspects of Social Density

Uwe Messer, University of Bamberg, Germany
Alexander Leischnig, University of Bamberg, Germany
Elisabeth Distler, University of Bamberg, Germany

Does activation of the self-protection system change consumer reactions to the social store environment? Drawing from evolutionary psychology theory we show that an activated self-protection motive increases approach of socially dense retail environments. This effect is contingent on people’s general concern about interpersonal danger.