We integrate emergent consumer psychology findings regarding emotional arousal, self-enhancement, and communication context by examining how these factors interact to influence word-of-mouth transmission.

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20-Q: Understanding Word-of-Mouth Transmission
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We integrate emergent consumer psychology findings regarding emotional arousal self-enhancement and communication context by examining how these factors interact to influence word-of-mouth transmission.

17-L: Social TV and Viewing Experience
Emily Powell, New York University, USA
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We examine the effect of social TV on viewers’ likelihood to watch a show again. We find that social TV increases repeat viewing when viewers are alone (but not in a group) and when they create content related to the show (but not unrelated content).

9-S: Presentation Style Affects Decision Processes: A Dietary Choice Study
Mona Prakash, Duke University, USA
Jonathan Winkle, Duke University, USA
Nicolette Sullivan, Duke University, USA
Gavan Fitzsimons, Duke University, USA
John Pearson, Duke University, USA
Scott Huettel, Duke University, USA

When making decisions the available options can often take a variety of forms. For example menus can have some options that have images while others are described in words. This paper explores how the visual form in which an option is presented can bias decision processing.

11-Q: The Viciousness and Caring of Sharing:
Morality and Motivations of Online Shamers
Chen Pundak, Tel Aviv University, Israel
Yael Steinhart, Tel Aviv University, Israel
Jacob Goldenberg, Interdisciplinary Center Herzliya, Israel

We focus on public shaming in online social networks. Shaming entails two contradictory outcomes: informal enforcement against deviant behavior and a violation of privacy rights. A set of studies shows the duality of shaming and that identification of the wrongdoer moderates the effect of morality on participation in public shaming.

15-B: It ‘Sounds’ Healthy to Me! The Influence of Sound on Food Choice.
Eduardo Rech, UFRGS, Brazil
Cristiane Pizzutti, UFRGS, Brazil
Eric Yorkston, Texas Christian University, USA

Studies on sensory stimulation has given little attention to sound influencing consumers’ choice. One of our purposes is to contribute with transformative research by exploring a way to increase consumption of healthy food. Our first results are encouraging since it is showing significant associations between sound and choice for food.