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Little research attention is paid to the concept of weirdness, because of the negative association of weirdness. This paper challenges this view, not only by identifying the key antecedent (extreme incongruity) to the weirdness and the underlying mechanism (failed sense-making), but also by showing its marketing potential (generating more WOM).

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Maximizing Utility but Minimizing Wellbeing:  
A Meta-Analysis on the Maximizers’ Paradox  
Alex Belli, University of Technology Sydney, Australia  
François Carrillat, University of Technology Sydney, Australia

In an attempt to settle the debate on the relationship between maximization and well-being a sub-group meta-analysis was conducted accounting for well-being dimension valence (positive or negative). Findings revealed maximization is detrimental to well-being regardless of the dimension valence but is moderated by the maximization scale and by long-term orientation.

Mental Stimulation and Cognitive Orientation:  
Implications for Children’s and Adults’ Food Choices  
Dipayan Biswas, University of South Florida, USA  
Annika Abell, University of South Florida, USA  
Courtney Szocs, Portland State University, USA

The results of two field experiments with children at a middle school cafeteria and two lab experiments with adults show that undertaking mental stimulation tasks (such as by solving math problems) before making a food choice leads to less indulgent food choices.

There Is No Such Thing as a Free Lunch:  
The Negative Effect of Zero Price on Consumer Demand  
Fengyan Cai, Shanghai Jiao Tong University, China  
Xiaomeng Fan, Northwestern University, USA

Both intuition and empirical evidences indicate that people like cheap products and free products are particularly attractive. But we showed a backfiring effect of zero price on consumer demand and identified a moderator that could drive the effect of zero price on demand into either positive or negative direction.

The More Elongated, the More High-end:  
The Effect of Package Shape on Perceived Brand Status  
Huan Chen, Renmin University of China, China  
Jun Pang, Renmin University of China, China  
Minkyung Koo, University of Illinois at Urbana Champaign, USA

This research examines the effect of package shape on consumers’ perceived brand status. Results from three studies show that consumers perceive a product with tall & slim (vs. short & stout) shape to have a high brand status. Moreover perceived attractiveness is the mechanism underlying this effect on brand status perception.

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