The More Elongated, the More High-End: the Effect of Package Shape on Perceived Brand Status

Huan Chen, Renmin University of China, China
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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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Maximizing Utility but Minimizing Wellbeing: A Meta-Analysis on the Maximizers’ Paradox

Alex Belli, University of Technology Sydney, Australia
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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 Szucs, 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.

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Qian (Claire) Deng, University of Alberta, Canada
Paul Messinger, University of Alberta, Canada

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).