14-P: the Power of Verbs: the Effect of Verbs on Purchase Intention

Miaolei (Liam) Jia, National University of Singapore, Singapore
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The usage of concrete verbs, such as "Grab the Gold Bars," is commonplace in marketing advertising and promotions. We demonstrate that concrete verbs (vs. adjectives) increase consumers' purchase intention. However, using explicitly instructive verbs (e.g., "Buy Now") decreases consumers' purchase intention.

[to cite]:

[url]:
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1-L: The Spillover Effect of Beauty:
Narcissists’ Overemphasis on Aesthetics in Product Choice
Lei Jia, Ohio State University, USA
Xiaojing Yang, University of Wisconsin - Milwaukee, USA
Huifang Mao, Iowa State University, USA
Xiaoyan Deng, Ohio State University, USA

We propose that narcissism both as a personality trait and a temporary state increases the preference for aesthetics over utilitarian attributes in consumer product choice even for products with little symbolic and social signaling values and such an effect is mediated by self-possession link.

Jinfeng (Jenny) Jiao, State University of New York at Binghamton, USA
Fang-Chi Lu, Korea University, South Korea

This paper focuses on the effect of an individual’s economic situation and feeling of power on financial risk taking. Across three studies we illustrate that an individual’s level of power increases his or her financial risk taking and that this effect is moderated by economic situation.

11-K: Pride and Dishonesty Why Does Authentic Pride Lead to More Dishonesty?
Jinfeng (Jenny) Jiao, State University of New York at Binghamton, USA
Cathy Cole, University of Iowa, USA
Gary Gaeth, University of Iowa, USA

This paper focuses on authentic pride and hubristic pride as antecedents to consumer dishonesty and has both theoretical and empirical implications. We further examine the moderating role of cognitive resources in influencing pride effects on dishonesty. We demonstrate that it is moral disengagement that mediates the found effect.

11-D: How Power States Affect Charitable Behaviors towards In-Group versus Out-group Recipients
Fei Jin, Peking University, China
Ping Tu, Peking University, China
Huawei Zhu, Wuhan University, China
Keyi Li, Peking University, China

People primed with low power demonstrate stronger willingness to in-group than out-group members whereas individuals in high power state show similar propensities to both in-group and out-group members. For the low power helping in-group victims heightens reciprocity which in turn increases their propensity to behave generously.