The Effect of Competitive Rivalry Associations on Brand Extensions
Nicolas Pontes, QUT Business School, Australia
Vivian Pontes, QUT Business School, Australia

This research demonstrates the extent brands benefits from existing competitive rivalry associations. In particular, it shows that market leaders (but not challenger brands) benefit from a second mover advantage even when facing established, well-known brands in the extension category. Further, we show that a low category fit hinders these effects.

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This work is copyrighted by The Association for Consumer Research. For permission to copy or use this work in whole or in part, please contact the Copyright Clearance Center at http://www.copyright.com/.
**Appetite for Destruction: Attractive Faces Alter People’s Food Choices**

Tobias Otterbring, Aarhus University, Denmark, & Karlstad University, Sweden

Directly contradictory to the predictions made by marketing professors, exposure to attractive (vs. unattractive) opposite-sex faces made people choose unhealthy rather than healthy foods. This effect primarily influenced people who rated themselves as inferior on self-view-relevant attributes but did not generalize to attractive (vs. unattractive) same-sex faces.

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**Emoji and Brand Engagement on Social Media**

Ethan Pancer, Saint Mary’s University, Canada
Lindsay McShane, Carleton University, Canada
Maxwell Poole, Saint Mary’s University, Canada

Brands both human and corporate are increasingly communicating with their social media audience using emoji. The current work examines whether emoji use shapes online engagement (likes & retweets). Two field studies demonstrate that emoji presence increases engagement with brands. Facial emoji were particularly effective at increasing engagement with organizations.

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**The Effect of Competitive Rivalry Associations on Brand Extensions**

Nicolas Pontes, Queensland University of Technology, Australia
Vivian Pontes, Queensland University of Technology, Australia

This research demonstrates the extent brands benefit from existing competitive rivalry associations. In particular, it shows that market leaders (but not challenger brands) benefit from a second mover advantage even when facing established well-known brands in the extension category. Further, we show that a low category fit hinders these effects.

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**Feeling Flattered or Flawed? The Effects of Consumer Embarrassment on Self-perception**

Tracy Rank-Christman, University of Wisconsin - Milwaukee, USA
Danielle Warren, Rutgers University, USA

In a sequence of studies we find that embarrassment stemming from personal mistakes (negative trigger) and special treatment (positive trigger) has a negative impact on consumers’ self-perceptions. These effects are augmented by emotional contagion and mediated by feelings of social rejection.

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**Triangulating the Breadth of Explanatory Depth**

Scott Roeder, Washington University in St. Louis, USA
Leif Nelson, University of California, Berkeley, USA

We argue that the illusion of explanatory depth is attenuated not only by explanations of the focal item itself but also by explanations of other entirely different things implying the existence of a domain-agnostic process. We then show that this holds for relatively difficult but not easy explanations.

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**Effect of Missing Marketing Promotions on Future Consumption**

Ilana Shanks, Florida State University, USA

This research examines how missing a marketing promotion acts as a cue to consumers to increase future consumption. Two studies demonstrate that missing a marketing promotion results in consumers intending to increase their food consumption during the next visit. This effect is moderated by deprivation.