Can Packaging Color Influence Consumers’ Willingness to Pay? Evidences of the Au Naturel-Colored Packaging Effect

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This paper introduces the concept of Au Naturel Color and investigates the relationship between packaging color and consumers’ willingness to pay. The results show that au naturel-colored packaging increases consumers’ willingness to pay through an emotion-based mechanism and that product category and cognitive load moderate this relationship.

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17-D: Friends with Benefits: Social Support and Pain of Payment
Deborah Abrams, Georgia Tech, USA
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This research demonstrates how social presence through its effect on social support can attenuate pain of payment. Studies 1 and 2 show a direct negative effect of social presence on pain of payment as well as a mediating effect of social support.

13-J: The Effect of Stress on Consumers’ Private Information Disclosure
Sinem Acar-Burkay, University College of Southeast Norway, Norway
Bob M. Fennis, University of Groningen, The Netherlands

Consumer privacy in the age of big data is an important research topic for consumer researchers. In two studies we examine how stress affects private information disclosure. Results show that stress increases consumers’ likelihood of answering highly-sensitive and even incriminating questions affirmatively while potentially making them susceptible to privacy risks.

20-U: Who are the Influentials?
Social Media, Opinion Leadership and New Product Adoption
Duygu Akdevelioglu, University of California Irvine, USA
Selcan Kara, University of Massachusetts, Dartmouth, USA

This research examines how innovativeness and extraversion influence self-reported and sociometric opinion leadership in social media which affect new product adoption. Findings contribute to extant work on new product adoption by showing that self-reported leadership and sociometric leadership are distinct characteristics because they act differently in their nomological networks.

8-E: Jeitinho Brasileiro:
Understanding Financial Vulnerability from a Cultural Perspective
Rafaela Almeida Cordeiro, Escola Superior de Propaganda e Marketing, Brazil
Nancy Wong, University of Wisconsin - Madison, USA
Mateus Ponchio, Escola Superior de Propaganda e Marketing, Brazil

The current research provides a unique context in showing how financial vulnerability is jointly shaped by weak policies and consumer values. It contributes to market system dynamics in explaining how culture and social capital shape consumer resistance and coping strategies in the Brazilian marketplace.

9-FF: Emotional Labor and Emotional Intelligence in Healthcare Delivery Organizations: The Case of Medicaid Recipients
Eklou Amendah, Southern New Hampshire University, USA
Adrienne Hall-Phillips, Worcester Polytechnic Institute, USA

For healthcare providers serving Medicaid recipients emotions play an important role when managing beneficiaries and recipients. The study aims to demonstrate that service recipient characteristics and work environment challenges moderate the relationship between emotional intelligence and emotional labor when Medicaid beneficiaries are being served by healthcare organization employees.