2-L: Decomposing Consumer Evaluations of Brand Extensions: Market-Based Congruity Versus Engineering-Based Congruity

Qian (Claire) Deng, University of Alberta, Canada
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For brand extensions, we identify two fundamental and robust dimensions of congruity: market-based congruity (including target-market, image, usage-occasion fit scale items) and engineering-based congruity (including feature, function, resource fit). We further find that market-based congruity has a much larger effect on consumers’ overall evaluation of brand extensions than engineering-based congruity.

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15-G: The Smell of Selling: Olfactory Cues as a route for Product Aesthetic Preferences
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Olfactory information is not simply emotionally experienced but also cognitively processed by consumers in the marketplace. This theoretical article explores the effect of scent on decision-making. In particular we propose that scent affects stimulus processing fluency and product aesthetic preferences especially for atypical and no scent-based products.

16-J: Temporal Focus and Consumer Response to Donation Appeals
Yoshiko DeMotta, Fairleigh Dickinson University, USA

This research shows that people who are hopeful respond to a donation appeal positively when the appeal suggests their contribution enhances the wellbeing of both themselves and other people more than when the appeal suggests it enhances other people’s wellbeing. This effect reverses when people are nostalgic.

19-B: Keeping a Low Profile: When Outcome Uncertainty Promotes Behavioral Inhibition
Xun Deng, Shanghai JiaoTong University, China
Liangyan Wang, Shanghai JiaoTong University, China

We propose that when waiting for uncertain outcomes of important life events people tend to display behavioral inhibition and keep a low profile in public. Three experiments support this “low-profile effect” hypothesis. The shorter the temporal distance of the outcome the stronger the low-profile effect.

20-R: Weird Products: Too Weird For Purchase, But Perfect For Sharing.
Qian (Claire) Deng, University of Alberta, Canada
Paul Messinger, University of Alberta, Canada

This paper challenges the common view that weirdness is negative and usually leads to negative consumers’ responses. Specifically we found that compared to regular products consumers’ information-share (purchase) intentions and behavior toward weird products are higher (lower) because of perceived funniness (failed sense-making of the product usefulness).

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For brand extensions we identify two fundamental and robust dimensions of congruity: market-based congruity (including target-market image usage-occasion fit scale items) and engineering-based congruity (including feature function resource fit). We further find that market-based congruity has a much larger effect on consumers’ overall evaluation of brand extensions than engineering-based congruity.

10-G: Consumer Reasoning Reduces Post-Choice Satisfaction while Increasing Commitment
Alexander DePaoli, Northeastern University, USA

Past literature argues that reasoning about a product decision leads consumers to choose less satisfying options. I find that paradoxically it also increases consumers’ commitment to those options. Acting through distinct channels reasoning steers choice toward products which are rated as less satisfying while simultaneously promoting consistency with those choices.