2-I: Communication Style Mismatch on Twitter and Facebook: How Luxury Brands Fail to Communicate Their Desirability and Exclusivity

Simone Griesser, University of Warwick, UK
Qing Wang, University of Warwick, UK
Thomas T. Hills, University of Warwick, UK

The essence of luxury is exclusivity and desirability, which is fostered by abstract language. Consumers use more abstract words when tweeting luxury brands than functional brands. Luxury brands responding fail to employ similarly abstract language suggesting a mismatch of communication style and hindering processing fluency, which enhances brand communication evaluation.

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10-T: The Moderating Effect of Handedness on Lateral Placement Effects

Stephen Gould, Baruch College, USA
Emily Goldsmith, Marymount Manhattan College, USA

This research examines differences in product preference for people based on handedness. We find that right-handers are influenced by display order while left-handers are not. No matter which side a stimulus is placed on left-handers will not vary in their choices. Right-handers favor the choice that is presented first.

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5-F: Forget Your Regret:
Invoking Post-Purchase Hyperopia Mitigates Impulse Purchase Regret

Jamie L. Grigsby, Midwestern State University, USA
Robert D. Jewell, Kent State University, USA
Colin Campbell, Kent State University, USA

This research investigates how regret over an impulse purchase can be reduced post-purchase thus improving customer satisfaction. If customers think about a time in the distant past in which they made a hyperopic choice they are happier with their decision to indulge in a recent impulse purchase.

7-F: Googled Experiences: Internet-induced Confidence in Decision Abilities Increases Enjoyment

Tito L. H. Grillo, University of Texas at Austin, USA
Cristiane Pizzutti, Federal University of Rio Grande do Sul, Brazil
Adrian F. Ward, University of Texas at Austin, USA

Consumers increasingly use the Internet to prepare for decisions. The current studies show that Internet search elicits a “feeling of already knowing” that inflates consumers’ decision confidence (S1 S2). This confidence may be self-fulfilling; searching online before choosing experiences increases consumers’ experience enjoyment independently of the option they choose (S3).

4-L: Mixed Emotions Taking Me Over:
How Anticipatory Emotions and Civic Risk Determine Choices for Stigmatized Products

Jerry Grimes, Grenoble Ecole de Management, France

Fighting temptations is human nature but how exactly do we reconcile our personal desires for stigmatized products whose consumption may negatively impact our civic standing? Two studies demonstrate how consumers appraise two closely linked stigmatized products (alcohol and cannabis) differently considering situational factors one’s anticipatory emotions and civic risk perception.