Across three experiments, this research investigates the effects of relationship metaphors (e.g., “breaking-up”) on brand relationship strength. Drawing on conceptual metaphor theory, this work demonstrates that consumers who break a pencil (vs. put together a puzzle) have a weaker (vs. stronger) brand relationship. These effects are mediated by persuasion.

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15-D: Product Touch and Consumers’ Online and Offline Buying:  
The Moderation Effect of Mental Representation

Wumei Liu, Lanzhou University, China  
Rajeev Batra, University of Michigan, USA  
Haizhong Wang, Sun Yat-Sen University, China

Prior research displays inconsistency on whether product touch increases consumers’ purchase intention (PI) of the product. We show that the effect of touch on PI is evident when consumers’ mental representation of a product is concrete but not when abstract. Mediators of the moderation effect of mental representation are tested.

14-C: Claiming to be Good in Parts or in Whole?  
The Joint Effect of Ad Headline and Body Copy on Ad Effectiveness

Xuefeng Liu, Loyola University Maryland, USA  
Jason Zhang, Loyola University Maryland, USA  
Jibo He, Wichita State University, USA

This study considers ad headline and body copy as two distinct components of an ad and shows that their effects are interactive rather than additive in terms of delivering product information. It also extends the classic hypothesis-testing framework by showing that hypotheses could be formed and tested within an ad.

7-B: Bad Experiences Increase Social Closeness Over Time

Kailuo Liu, University of Toronto, Canada  
Cindy Chan, University of Toronto, Canada

The paper explores how shared bad consumption experiences influence consumer relationships. Although past research shows bad experiences generate lasting personal unhappiness we find that bad experiences can benefits consumers in a new dimension – strengthening social relationships with others who shared the experiences.

2-C: “We are Breaking Up”:  
The Direct and Mediating Effects of Conceptual Metaphors on Brand Relationships

Alberto Lopez, Tecnológico de Monterrey, Mexico  
Martin Reimann, University of Arizona, USA  
Raquel Castaño, Tecnológico de Monterrey, Mexico

Across three experiments this research investigates the effects of relationship metaphors (e.g. “breaking-up”) on brand relationship strength. Drawing on conceptual metaphor theory this work demonstrates that consumers who break a pencil (vs. put together a puzzle) have a weaker (vs. stronger) brand relationship. These effects are mediated by persuasion.

10-J: Fluency Leads to Overconfidence in Decision Making

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

In this paper we explore an antecedence of overconfidence: perceptual fluency. Across our three studies we demonstrate that perceptual fluency leads to a greater overconfidence bias and that the metacognitive experience of feeling right in information processing underlies this fluency effect.