11-C: Feature the Benefactor Or the Victim? How Charity Advertisements With Different Protagonist Foci Affect Donation Behavior

Bingqing(Miranda) Yin, University of Kansas, USA
Jin Seok Pyone, University of Kansas, USA
Surendra Singh, University of Kansas, USA

We examine charity appeals with different protagonist foci and demonstrate that a charity appeal featuring an identified benefactor can promote more charitable donation compared with a comparable victim-focused charity appeal. Results are explored via moral elevation and charity attitude resulting from portraying a benefactor.

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16-C: Craving for Hope: Scarcity Cues and Their Influences on Persuasiveness of Hope-Appeal Advertising

Chun-Ming Yang, Ming Chuan University, Taiwan
Tzu-Yun Yang, Ming Chuan University, Taiwan
Shu-Ni Hsu, National Taiwan University of Science and Technology, Taiwan

Three studies examined the idea that the salience of resource scarcity decreases consumers’ prosocial behaviors (e.g. intention to donate and willingness to pay for fair-trade products) and this effect is mediated by consumers’ sense of control. The authors also argue that the presence of hope appeal may reverse this relationship.

11-V: Roughness Increases Prosocial Behavior When People Believe the World Is Fair

Ning Ye, Temple University, USA
Maureen Morrin, Temple University, USA

Our research shows that people with higher belief in a just world (BJW) are more likely to help after being exposed to rough (vs. smooth) haptic image. However for people with lower BJW roughness makes no difference in the helping intention.

15-C: Now It’s Personal: The Influence of Touch on the Construction of Preferences

John Yi, University of Arizona, USA
Jesper Nielsen, University of Arizona, USA

Using a tablet versus a mouse when shopping online has shown to increase a shopper’s preference for the chosen item. Further study demonstrates that the physical motions relevant to forming a preference increase this preference effect and it is not the preexisting preferences that drive the effect.

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16-D: Don’t Appreciate Your Customer Too Much: Business Gift Giving and Verbal Acknowledgement

Yanfen You, University of Wisconsin - Milwaukee, USA
Massimiliano Ostinelli, University of Wisconsin - Milwaukee, USA
Xiaojing Yang, University of Wisconsin - Milwaukee, USA

We examine how verbal acknowledgment of customer value could make business gifts backfire. Business gifts increase customer attitude when customer value is not salient. However their effects could be diminished or become negative when marketers highly acknowledge customer value.