A7. Credible Critters: Source and Message Expectancy Violation and Influence on Perceived Trustworthiness and Credibility
Justin Graeber, University of Texas at Austin, USA

Trustworthiness and credibility are essential traits of effective leaders, journalists, and spokespersons. This paper explores whether pairing formal and informal messages with different sources can yield a positive expectancy violation that builds trust, reinforces credibility, and challenges previous biases against traditionally formal sources.

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N12. Untangling Different Envy Episodes and their Effects on Brand Attitude
Kirla C Ferreira, EAESP-FGV, Brazil & City University of London, UK
Delane Botelho, EAESP-FGV, Brazil
Suzana Valente Battistella-Lima, EAESP-FGV, Brazil

An envy episode develops in various directions depending on individual and contextual factors and its effect on brand attitude varies accordingly. Based on three studies we suggest that brand attitude decreases linearly across envy episodes (from no envy benign envy malicious envy by luck to malicious envy by deceit).

H3. Does the Style Looks More Expensive?
The Effect of Visual Complexity on Luxury Perception of Art Infused Products
Cheng Gao, Nanjing University, China
Chunqu Xiao, Nanjing University, China
Kaiyuan Xi, Nanjing University, China
Hong Zhu, Nanjing University, China

Experiments results demonstrate that consumers perceive products infused with complex visual arts are more luxury. This is because complex arts tend to capture consumers’ attention and broaden their pupil size which in return is explained by arousal of that stimuli. Stimuli’s artistic level is found to moderate the mechanism.

B9. The Power of Self-Effacing Brand Messages:
Building Trust and Increasing Brand Attitudes
Tessa Garcia-Collart, Florida International University, USA
Jessica Rixom, University of Nevada, Reno, USA

Self-enhancing messages convey information in a boastful and arrogant manner while self-effacing messages do so in a more modest and humble way. We propose that compared to self-enhancing self-effacing marketing appeals will increase consumers’ brand attitudes by lowering consumer skepticism and increasing brand trust.

M2. Of Expectations and Experiences: The Moderating Effect of Valanced Expectations on Enjoyment of a Positive versus Negative Experience
Brian Gillespie, University of New Mexico, USA
Molly McGehee, University of New Mexico, USA

Some extant literature argues that expectations drive enjoyment of experiences while other literature argues that expectations only comparatively influence enjoyment. The current work addresses this discrepancy and demonstrates that while positive expectations do result in favorable enjoyment of experiences negative expectations result in the comparative process suggested by others.

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Trustworthiness and credibility are essential traits of effective leaders journalists and spokespersons. This paper explores whether pairing formal and informal messages with different sources can yield a positive expectancy violation that builds trust reinforces credibility and challenges previous biases against traditionally formal sources.