2015
Marketing & Public Policy Conference

Marketing and Public Policy as a Force for Social Change

June 4-6, 2015
Washington, D.C.

Editors:
Stacey Menzel Baker
Marlys Mason

AMERICAN MARKETING ASSOCIATION

Marketing and Public Policy Conference Proceedings 2015

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The Brenda M. Derby Memorial Award is presented nationally to an outstanding doctoral student who demonstrates excellence as an emerging policy researcher. The award honors a strong advocate of the public policy and marketing subdiscipline and is supported through the generosity of the Center for Marketing and Public Policy Research at Villanova University.

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Preface

The theme of this year's Marketing and Public Policy Conference (MPPC) is "Marketing and Public Policy as a Force for Social Change." This theme celebrates the incredible strides marketing academics, public policy makers, and marketing practitioners have made in improving the lives of consumers and the quality of our society. At the same time, it recognizes that many contemporary and global issues cry out for more research, debate, and action. While the 2015 conference follows in the tradition of past conferences, we also hope that it offers rich opportunities for the debate of timely social issues affecting consumers and the marketplace. This forum is intended as a space for a healthy academic debate on the value of stimulating social change through research, business practices, policy making, and collaborating with grassroots community efforts.

A preview of this year's conference program and proceedings shows a wide array of topics, including health behaviors, antismoking efforts, nutrition, obesity, food insecurity, social justice, diversity, poverty, sustainability, corporate social responsibility, recycling, maladaptive behavior, financial decision making, advertising claims, privacy, health care–related issues, and many more. We hope the program will challenge and inspire you.

This year also marks an important collaboration with the 2015 Transformative Consumer Research (TCR) Conference. Prior to MPPC, Villanova University hosted a dialogical conference cochaired by Ron Hill, Julie Ozanne, and Brennan Davis. Ideas on food systems, children and materialism, environmental sustainability, gender, poverty, mindfulness, nonprofits, religion, services, social conflict, stigma, wastefulness, and many more topics were freely exchanged. The TCR–MPPC collaboration has been carried forward to our conference, including a preconference workshop. This year's workshop, hosted by Villanova University, Oklahoma State University, and University of Wyoming, explored the interconnections between our two groups on diversity, poverty, and social justice. Speakers representing academic, policy, and nonprofit institutions discussed institutional research and policies on human well-being; marketplace prejudice and discrimination; displacement, housing restrictions, and disparities; and food insecurity and waste.

We are thankful to the members of our Program Planning Committee and to conference reviewers for their willingness and responsiveness in helping us process submissions. We also appreciate those who submitted proposals for special sessions and roundtables. Reviewers and special session organizers are to be commended; without them, we would not have such a high-quality, thought-provoking conference. We also recognize and thank all those who submitted their research work; their research is the primary reason we convene this conference.

Finally, we appreciate Oklahoma State University and University of Wyoming's encouragement and financial support of our efforts in organizing this conference. We also thank all those involved in MPPC and its planning for entrusting this year's conference to us and helping us develop a successful conference. Enjoy!

Stacey Menzel Baker and Marlys Mason
Conference Cochairs

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Child Food Insecurity and Weight Status: A Closer Look at the Household Environment

Debra M. Desrochers, University of Westminster
Elizabeth S. Moore, University of Notre Dame

Keywords: *obesity, food security, children, NHANES, hunger-obesity paradox*

EXTENDED ABSTRACT

Research Question

Since 1995, many researchers note a positive correlation between food insecurity and obesity, labeled the hunger–obesity paradox by Dietz (1995). The paradox continues to be a relevant topic of research as both obesity and food insecurity maintain a troubling presence among children. In 2012, 14.5% of all households were food insecure, and 10.0% of households with children were food insecure (Coleman-Jensen, et al. 2013). Meanwhile, approximately 17% (or 12.7 million) of U.S. children and adolescents aged 2–19 years are obese (Ogden, et al. 2014). Due to the correlation between food insecurity and obesity, many researchers have suggested that addressing food insecurity will, by default, address other nutritional health problems, including obesity. The objective of this study is to look more closely at the children and households where these conditions coexist to assess the potential efficacy of this approach. Specifically, our goal is to investigate the hunger–obesity paradox among children. In particular, (1) Given the higher prevalence of overweight among teens relative to younger children, to what extent do the conditions of food insecurity and obesity coexist across different age groups? (2) Among those who are overweight, what food availability factors distinguish food secure and food insecure children? and (3) If food insecurity issues were resolved, would overweight and nonoverweight children differ?

Method and Data

In this study, National Health and Nutrition Examination Survey (NHANES) data will be used because it is an ideal source for insights about the coexistence of the obesity and food insecurity conditions. The NHANES program examines a nationally representative sample of about 5,000 persons each year (CDC 2013), and the 2009–2010 data set contains information from 10,253 individuals of all ages. The data collection process has two components: a questionnaire followed by an examination at a mobile medical center. The questionnaire includes the Current Population Survey (CPS) Food Security Supplement Module to determine the level of food insecurity in the household. Each respondent also provides information about the food in the house, diet quality, and the consequences of food insecurity. (Please note that a proxy respondent provided information on behalf of participants less than 16 years of age and for those who could not answer the questions themselves [CDC 2013].) The examination component provides the actual body mass index (BMI) for each respondent. For purposes of this study, individuals for whom no BMI data are available, who were age 20 or over, or who did not respond to the food security questions are omitted from the calculations due to incomplete data, leaving a sample of 3,256 individuals.

Summary of Findings

Building on past empirical studies, this research shows that the household, its demographics, location, services, and food choices all play a role in the coexistence of food insecurity and overweight among children. In fact, this study shows two key findings that provide evidence that further investigation of the hunger–obesity paradox may be warranted. First, it appears that teens may be at greater risk for food insecurity than younger children. Therefore, interventions targeted at younger children may not be effective for teens. Second, among children, the factors that distinguish food-secure from food-insecure children are different than the factors that distinguish overweight from nonoverweight children. Thus, addressing food security may not impact overweight since the differences are dependent on meal consumption behavior, access, and availability.

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Key Contributions

While there is an intuitive connection between food insecurity and obesity, the household behaviors associated with these conditions differ sufficiently and, consequently, should be addressed as separate issues in the world of public health. Therefore, it is not entirely clear that addressing food security will, by default, address overweight as well.

References are available on request.

Decision-Making in the School Lunchroom: A Comparison of Students' and School Food Professionals' Impressions

Sean B. Cash, Tufts University
Anna R. McAlister, Michigan State University
Megan Lehnerd, Tufts University

Keywords: *children, food, school lunch, fat tax, price, nutrition*

EXTENDED ABSTRACT

Research Question

What is the relative importance that children attribute to price (versus other factors) when making purchase decisions regarding snack foods?

Method and Data

Three studies are presented. Study 1 involves focus groups with K–12 students. Study 2 uses focus groups with school food service workers. Study 3 involves an online survey with a larger sample of school food professionals to expand on findings from Study 2, affording greater generalizability of the findings.

Key Contributions

In discussions about the potential efficacy of "fat taxes" to discourage consumption of energy-dense, nutrient-poor foods, children's purchasing behaviors are typically overlooked. This study contributes evidence regarding the extent to which children consider price when making food purchase decisions. Thus, it contributes by filling a gap in our knowledge about the potential effectiveness of fat taxes.

Summary of Findings

We find that children of all ages are influenced by marketing communications regarding food. Across all studies, children and adults report that processed foods are desirable to children. Home-style cooking, raw foods, or those that are marketed as "healthy" are unfavorable to children. Price is an important factor in the food purchase decisions of high school students; however, younger children are less concerned about price. Hence, a fat tax may have limited efficacy in terms of shaping the food choices of younger children.

References are available on request.

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Of Waste and Waists: The "Flip-Side" Effect of Plate Material on Food Consumption and Waste

Sara Williamson, City University of New York
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Punam A. Keller, Dartmouth College

Keywords: *waste, consumption, materiality, transference, categorization*

EXTENDED ABSTRACT

Evidence is mounting that nonconsumable elements, such as cutlery and plates, have the potential to alter food perceptions and consumption volume. Past research has identified a combination of physiological and psychological effects to explain how perceptions of food serveware can be transferred to the food or drink itself. Additionally, empirical evidence also suggests an automatic categorization (perceptual readiness) effect, where people use serveware cues to spontaneously interpret, judge, and categorize food in order to determine consumption goals (Shimizu, Payne, and Wansink 2010).

Adding to this research, we propose that an unexplored property of serveware, material permanence, has significant effects on the amount of food consumers waste. Specifically, we hypothesize that a greater amount of food is wasted when consumers eat from disposable plates compared to when they eat from permanent plates. The coincidental flip-side to this hypothesis is that people consume a greater amount of food when eating from permanent plates (vs. disposable plates). Our research provides process level support for the automatic categorization explanation while also accounting for transference effects of material permanency.

Method and Data

We tested our hypothesis, that more food is wasted on disposable (vs. permanent) serveware, in three controlled and three field experiments. In two controlled consumption experiments, students in a classroom setting were given the same amount of food on either a disposable or permanent plate; the food was such that it could be eaten without utensils. The food was weighed and placed on desks prior to participants' arrival and, once they were finished eating, the plates (with any uneaten food) were collected. The participants completed a satisfaction questionnaire after eating, and the wasted food was weighed once they left the room. Individual survey response was matched with plate waste.

In three field studies, we tested our hypothesis in a lunch buffet setting, where participants served themselves and used utensils. We collected an aggregate measure for amount of food taken and amount of food consumed; in addition, one of our field studies included a lunch satisfaction survey.

We also test the automatic categorization process using an implicit association test (IAT) to measure the strength of mental associations between a choice to keep or stop eating with the concepts of material permanence versus disposability. Association strength was measured with categorization response times for the hypothesized pairs (waste: disposable/stop eating and consume: permanent/keep eating) versus the nonhypothesized combinations (disposable/keep eating and permanent/stop eating).

Summary of Findings

Five studies show that plate permanence influences the amount of food wasted, where more food is wasted/less food is consumed when served on a disposable plate versus a permanent plate. We provide evidence of an implicit association between disposable (permanent) plates and stop- (keep-)eating behaviors to explain this effect.

Results from the controlled consumption experiments indicate that participants in the disposable plate condition wasted more /consumed less food compared to the perma-

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nent condition. However, the food was rated of equal taste and quality in both conditions ($F < 1$), thus we find no evidence of transference effects on food perception. Moreover, perceived weight of the food, overall satisfaction with the food, and satiety were equal across both plate conditions, thus offering no evidence of an embodied weight transference. Three field studies support our results from the controlled experiments. Further, IAT results indicate that response times for hypothesized association combinations were faster than for the non-hypothesized combinations ($ps < .001$). Thus, results support an automatic categorization explanation (compared to a transference explanation) for the effects of serveware material permanence on food waste/consumption.

Key Contributions

Our contribution is threefold. We investigate a hitherto-untested property of serveware—whether the plate material is permanent or temporary/disposable—on food perception, food and plate categorization, and actual consumption and waste behavior. Second, we provide evidence for an undocumented effect of plate permanence such that people waste more/consume less food when it is eaten on a disposable plate and waste less/consume more food when it is eaten on a permanent plate. Finally, our results provide preliminary evidence that the process of wasting food on disposal plates is automatic and may be related more to categorizing plate and food as disposable rather than believing the food served is of lower quality or does not taste as good.

These results have clear implications for food policy and marketing practitioners. Approximately half of all food produced in the U.S. goes to waste each year, costing stakeholders along the food supply chain billions of dollars (Bloom 2010). Our results suggest that consumption materials, such as platescapes and product packaging, must be considered in these efforts to reduce food waste. Additionally, food waste is particularly high among school lunchrooms, and has been increasing significantly in recent years. Coincidentally, USDA funded public school lunchrooms have been transitioning from permanent to disposable platescapes due to budgetary limitations for labor, replacements, and storage. This is an important issue to address, as millions of students get their main nutrition for the day through public school food services. Wasted food in this context is also wasted nutrition.

References are available on request.

Convincing the Skeptics: Persuading Skeptical Consumers to Support Companies Promoting Corporate Social Responsibility Initiatives

Richie L. Liu, Washington State University
Jeff Joireman, Washington State University
Ioannis Kareklas, Washington State University

Keywords: *advertising skepticism, corporate social responsibility (CSR), advertising effectiveness, advertising claims, use of images in advertising*

EXTENDED ABSTRACT

Research Question

We aim to advance work on the "contingent nature of consumers' reactions to CSR" by focusing on how features of the CSR claim interact with features of the consumer to influence response to a CSR communication. Integrating models of CSR communication and ad skepticism, we articulate a conceptual model that posits that concrete (as opposed to vague) CSR claims, and images supporting the CSR claims can mitigate one of the primary impediments to successful CSR communication, namely, consumer skepticism over advertising claims (Obermiller & Spangenberg 1998).

Our model draws on Obermiller and Spangenberg's (1998) model of ad skepticism, which proposes that ad skepticism's effect on relevant downstream consequences (e.g., reliance on advertising) is moderated by features of the consumer (e.g., motivation), the advertising claim (e.g., strength of claim), and the ad appeal (e.g., ad execution variables), and that the interactive effect of these variables is mediated by ad information processing (e.g., attitude toward the ad). Although our model echoes many of these same themes, we provide the first test of the model's proposition that ad skepticism enters into a *three-way* interaction with elements of the ad's claims and execution, and we offer a novel theoretical explanation for understanding *how* and *why* ad skepticism may interact with elements of the ad's claims and execution to drive advertising responses.

Method and Data

To test our hypotheses, we conducted three studies. Study 1 explores whether ad skepticism interacts with claim concreteness. Study 2 examines whether ad skepticism interacts with claim concreteness and the presence or absence of images supporting the claims, thus testing all hypotheses. Lastly, Study 3 explores why images are effective among highly skeptical consumers.

Summary of Findings

The present research explores how ad skepticism interacts with claim concreteness and the presence of images to impact response to CSR advertising. Results indicate that: (a) consumers high in ad skepticism respond less favorably to CSR ads than do those low in ad skepticism; (b) ad skepticism can be overcome when ads feature concrete claims with images supporting those claims; and (c) images are effective among skeptical consumers because skeptical consumers have a reduced ability to visualize ad claims.

Key Contributions

The present work extends research on CSR communication. First, we show that consumer skepticism over advertising is a powerful predictor of responses to CSR communications. Second, the present work goes beyond this main effect of ad skepticism by showing that ad skepticism interacts in meaningful ways with elements of the CSR claim

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and ad appeal. While scholars have suggested CSR ads may be more effective when they contain concrete (vs. vague) claims (Pomering & Johnson 2009) and/or images (Coupland 2005), our work is the first to show that these factors meaningfully interact with ad skepticism. Firms now have an inexpensive method for overcoming skepticism surrounding CSR communication.

The present research also extends the literature on ad skepticism in three ways. First, we established the generalizability of ad skepticism to the CSR domain, extending ad skepticism research on more traditional forms of advertising. Second, by exploring how ad skepticism, ad claims, and ad execution variables interact, our work provides one of the most comprehensive tests of Obermiller and Spangenberg's (1998) model. In turn, our results suggest that skeptical consumers respond to a combination of central and peripheral elements (i.e., concrete claims and images, respectively). Finally, we provide insight into one potentially important mechanism that can explain why consumers high in ad skepticism discount ads (i.e., visualization ability).

References are available on request.

The Business Case for Corporate Social Responsibility

Mark A. Camilleri, University of Malta

ABSTRACT

Corporate social responsibility (CSR) policies can be reconceived strategically to confer competitive advantage as implied by the proponents of the "shared value" notion. A qualitative research involved in-depth, semi structured interview questions that explored eco-certified accommodation establishments' ethos for responsible behaviors. The findings have indicated that discretionary spending in socially and environmentally-sound initiatives have led to improved stakeholder relationships, effective human resources management, better market standing, operational efficiencies and cost savings, along with other benefits.

Keywords: *corporate social responsibility, CSR, strategic CSR, corporate sustainability and responsibility, creating shared value*

Introduction

The business case CSR focuses on building adaptive approaches and directing resources toward the perceived demands of stakeholders. Businesses may be in a better position to understand the true bases of company productivity as they collaborate with stakeholders across profit and non-profit boundaries (Porter and Kramer, 2011). This contribution primarily suggests that there is scope for hospitality businesses to identify and expand their extant relationships with key stakeholders. Secondly, it demonstrates that the real essence of CSR also lie in the implementation of laudable behaviors. Very often, CSR results from genuine attitudes as well as organizational commitment, not only in policy formalization (Hall, 2011). Therefore, this paper considers some of the unresolved theoretical and empirical issues pertaining to CSR and the sustainability agenda (Korschun, Bhattacharya and Swain, 2014; Homburg, Stierl and Bornemann, 2013). It also advances Porter and Kramer's (2011) "shared value" approach.

This paper addresses a knowledge gap in academic literature as it looks at different aspects of CSR in the hospitality context. The over-arching aim of this research project was to identify and to analyze the determinants which explain why these enterprises are (or are not) engaging themselves in CSR behavior. Therefore, this paper investigates the owner-managers' current insights, perceptions and attitudes of responsible behavior. It unfolds the practitioners' commitment to social and environmental behaviors as they dedicate financial, human and time resources for CSR policy (Du, Bhattacharya and Sen, 2010). Moreover, this contribution explores how hospitality enterprises are successful in using CSR as a strategic tool to leverage their reputation and marketing standing (Wagner, Lutz and Weitz, 2009; Raghubir, Roberts, Lemon and Winer, 2010). On the other hand, there may be me limitations such as the organizational size and the availability of limited resources that matter for the businesses' CSR agenda (Barney, Ketchen and Wright, 2011). Therefore, this research indicates that the business case for CSR is based on slack resources, innovative environmental practices and stakeholder engagement which will bring benefits for both business and society (Camilleri, 2014).

Corporate Social Responsibility

Many academic articles have dedicated their energies on organizing and evaluating the evidence to establish a link (usually through regression analysis) between corporate social performance and corporate financial performance (Soana, 2011; Mc Williams and Siegel, 2000). Other authors referred to similar concepts as corporate citizenship which evolved following the concept of stakeholder engagement (Freeman, 1984). Without doubt, the clarification of CSR's meaning is a significant strand within the research agenda. CSR has developed as a rather vague concept of moral good or normative behavior (see Frederick, 1986). Carroll (1979) suggested a relativistic measure of 'the economic, legal,

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ethical and discretionary expectations that society has of organizations at a given point of time'. With an entrepreneurial stance, Drucker (1984) characterized it as a way of tackling "social problem(s)" to engender positive "economic benefit(s)" to ensure "well paid jobs, and ... wealth." Porter and Kramer (2006) recognized that "CSR can be much more than a cost, a constraint, or a charitable deed." Apparently they perceived CSR, "as a source of opportunity, innovation and competitive advantage." Undoubtedly, in the recent years we have witnessed extensive research in this area (Homburg et al., 2013; Raghubir et al., 2010). In the main, the authors held that there is a need to reveal its effects on individual companies and their stakeholders. Interestingly, some researchers have related CSR to business efficiency (Salzmann et al., 2005). Other authors maintained that CSR improves resources and skills (Caroll and Shabana, 2010). Some academic contributors discovered that CSR can create an opportunity to boost sales (Porter and Kramer, 2006), and it may even reduce cost and risk (Salzmann et al., 2005). Therefore, CSR may lead to value creation (Porter and Kramer, 2011). Drucker (1984) argued that profitability and responsibility are truly compatible. The author went on to suggest that the challenge was to turn social responsibilities into business opportunities.

Creating Shared Value

WTO (2012) demonstrated how increased investment in sustainable tourism has the potential to boost the sector's contribution to economic growth, development and job creation, while simultaneously addressing the major environmental challenges of our time. It is undeniable that business and the private sector play a key part amongst all of these issues. There has already been successful examples and attention paid by business into addressing some of these issues such as building resilience, healthy lives and wellbeing, education, hunger and food security, yet there is still a long way to go (Lloyd, 2015). This is also synonymous with Porter and Kramer's (2011) "shared value" framework that is rooted in identifying the specific issues that improve businesses' own performance and create large-scale social benefits. In some cases, this is a matter of re-emphasizing a firm's founding social mission. Therefore the notion of creating shared value is about embedding sustainability and corporate social responsibility into a brand's portfolio where all business processes operate in an environmental setting within their wider community context (Camilleri, 2014). Interestingly, the notion of "shared value" is an ongoing theme during the World Economic Fora in Davos. The Sustainable Business blog has reported some interesting conversations from chief executives of big businesses about this notion (Guardian, 2014). Some of these latest developments are increasingly focusing on training of suppliers, improving social conditions, buying from cooperatives and paying premiums, and working with certification programs (such as Fairtrade or other eco-labels). Effective communication with stakeholders is a very important element of responsible business behavior. Through shared value initiatives, businesses are identifying emerging issues, shape their responses and continue to drive improvements in their corporate performance. Porter and Kramer (2011) held that the shared value proposition sets out new business opportunities as it creates new markets and niches; it improves profitability and strengthens the competitive positioning. The shared value proposition focuses on the scale of impact and degree of innovation that companies can bring to society's needs where traditional NGOs and governments have often lacked. The Intercontinental Hotel Group (IHG) is a relevant example of a multinational organization which has embraced Porter and Kramer's (2011) "shared value" approach. IHG has identified innovative opportunities within the environment whilst fostering closer collaborations with the communities where it operates its business. IHG aligned its corporate responsibility report with the Global Reporting Initiative Scorecard (IHG, 2012).

Methodology

From the outset, it was decided to gather the qualitative data from a purposive sample of informants in the Southern European island of Malta. This study has adopted a collective case study approach among sixteen eco-certified hotels in the Maltese islands. The hospitality enterprises were actively engaging in responsible behaviors as they were awarded eco-certifications by the Malta Tourism Authority for their best practice. Moreover, these eco-certified hotels have also met the environmental, socio-economic and cultural sustainability criteria of the Global Sustainable Tourism Council (GSTC). Therefore the hotels that participated in this study (see Table 1) were frequently reviewed by GSTC's technical experts and accreditation panel.

A qualitative research explored the owner-managers' attitudes and perceptions through in-depth, semi-structured interviews. These interviews involved thorough discussions with managing directors (MD) or general managers, human resources managers or marketing communications managers. The researcher's questions sought to explore the owner managers' ethos for CSR. The informants were asked about their organizations' articulated vision and mission statement. There were open questions about their organizations' social and environmental practices and whether their enterprise had any written policies in this regard. The informants were asked to describe their relationship with their internal stakeholders. They were requested to elaborate about their human resources' policies and practices. There was a short discussion about the organizations' environmental awareness. The informants were requested to describe

Table 1

Code	Established	Staff Count	Informant Position
SC1	1995	39	Owner
MC1	2006	65	Owner
MC2	1967	140	Director HRM
SC2	2012	23	Owner
MC3	1995	95	General Manager
SC3	1996	44	Owner
MC4	1982	21	Owner
MC5	1989	32	Owner
SC4	1976	6	Owner
MC6	2005	102	General Manager
MC7	2001	46	Marketing Manager
SC5	1999	6	Owner
SC6	1972	2	Owner
SC7	2000	6	Owner
SC8	1992	7	Owner
SC9	2005	3	Owner

their relationships within the marketplace (which include customers and suppliers). The interviewees were requested to give information about their purchasing policies, provisions for consumer protection and the like.

Analysis and Results

The sixteen owner-managers or directors who participated in the first phase of the study were somehow involved in setting the agenda for CSR. All interviewees revealed that their personal values and beliefs mirrored their firms' business ethos and company vision. MC2, MC3, MC4, MC6 and MC7 suggested that their CSR engagement was motivated by their economic responsibility (towards achieving profitability, increasing their sales, improving reputation, etc.). MC3 declared that his hotel enjoyed a good reputation among stakeholders, as it had high CSR credentials. Afterwards, this informant provided some interesting details about his hotel's innovative environmental management. He pointed out that his hotel adheres to ethical norms and international standards. The Director of Human Resources of a five star hotel, MC2 had clearly elaborated and explained her organization's commitment for CSR. She started by referring to the 140 families who depended on her company's success for their living. She implied that CSR is primarily aimed towards the enterprise's internal stakeholders. Her organization wanted to improve the level of job satisfaction and employee morale. She went on to suggest that the hotel's strategy intended to instill "a sense of belonging" among the employees. The informant provided details about her hotel's "employee reward schemes," which were aimed at incentivizing employees' productivity. Throughout the years she alleged that her hotel had also assisted various external stakeholders, which comprised environmental causes, heritage protection, philanthropic activities as well as cultural and sport related initiatives. Generally, the informants often resorted to cite their mission statements which inspired their guiding values. The keywords often related to: "collaboration, trust and trustworthiness, duty, caring, identity, honesty, respect, friendliness, civic engagement, integrity, and legitimacy." MC2, MC3, MC5 and MC7 have developed their own corporate responsibility and sustainability policies which were clearly reflected in their existing operations and business practices. It transpired that the first step towards developing a responsible mentality is to redefine the values and principles of the respective company. Arguably, the role of the business owner/s and or directors is crucial in aligning the company's ethos to CSR strategy.

This qualitative fieldwork has shown that the investigated firms were implementing social and environmental practices. The larger enterprises were proficient in integrating their sustainability and responsibility policies within their internal and external activities. MC1, MC2, MC3, MC4, MC5, MC7 and SC2 also suggested that they were truly committed to be as transparent and accountable as possible. In a sense, they reiterated the importance of communicating what they are doing. Other informants from the smaller enterprises, namely SC1, SC3, SC7 and SC8 affirmed that legitimacy was their motivating principle. It seemed that

they had a genuine desire to provide their share of reciprocal benefits and investments to the communities in which they operate. The informants were asked to give concrete examples about their past CSR practices in human resources management; environment and the marketplace.

Human Resources Management

Arguably, the tourism industry may be characterized by a number of contentious issues which are absent in other sectors of employment. The hospitality industry's human resources are often required to work for very long hours. The food and beverage operations and the front office staff are usually required to work on varied shifts and extended hours; including the weekends and public holidays, often without being able to take time-off during high season and shoulder months. This study has shown that a major concern in the Maltese hospitality industry is attracting quality employees, employee retention, training, and maintaining high staff morale. The long working hours may possibly hold back the employees' taking up training courses. The informant of the youngest enterprise, SC2 held that his small hotel often consulted with his employees on important issues. However, he stressed that his focus was to improve his human resources' competencies. He went on to say that his firm organizes frequent on-the-job training sessions and courses to all employees. Past training had been carried out in customer services, language skills and food and beverage operations. An interesting fact that came out of this project was that the larger enterprises (e.g. MC2, MC3, MC6 and MC7) were often delivering education and training programs about their environmental awareness and sustainable development practices along other operational courses and training. Another relevant subject which was raised during the interview meetings was the issue of promoting a work-life balance to employees. The question asked the employers whether they were sensitive to the personal circumstances of their employees (for example children of staff, family members in need of care and volunteering activities). MC2 responded that in the past, two of her members of staff were sponsored to pursue professional training courses. Their studies had necessitated their temporary absence from work. Yet, in general the informants did not elaborate much further about considering the adoption of flexible working hours or reduced hours from work for their employees. Unfortunately, the work-life balance is not a viable option in the hospitality industry, due to the particular nature of work where at times the employees are required to work unsocial hours.

The Environment

The tourism firms recognized that there are benefits in engaging in responsible environmental initiatives. It has been widely agreed that some environmental practices may contribute to the long-term success and sustainability of the enterprise itself. This study revealed that some of the larger hotels (MC2, MC3, M5 and MC6) were publishing their annual environmental reports along with their financial statements. On the other hand, the smaller firms did not always report their environmental performance. However, the interviews have shown that they were carrying out responsible practices, often without communicating what they do. The informants were asked whether they were trying to reduce their enterprises' impact in terms of their environmental performance. MC2, MC3 and MC5 affirmed that their responsible behavior led to increased productivity and efficiency. MC3 explained how his hotel recycled green waste from their gardens, used a biological fertilizer and avoided hazardous chemicals.

> Through reusing, reducing and recycling policies there was a significant reduction in waste.... We are trying to minimize our landscape watering in our premises by contributing to biodiversity. The hotel's commitment to the green policies brought added value and mutual gain to the business and the external environment. (MC3)

> One of the major changes in the hotel is the continuous investment in energy-efficient equipment, such as energy lamps, reverse osmosis units, a waste water treatment plant and gas burners.... Implementing new measures and changing attitudes is however an uphill struggle but environmental awareness can now be felt and seen. (MC3)

> Environmental performance often makes financial sense as well. Energy efficiency, waste minimization, pollution prevention and recycling have resulted in significant cost-savings for us.... Well, it seems that it has also enhanced our reputation and market standing. (MC2)

Most of the informants maintained that they were aiming to increase their sustainable environmental behavior through: (i) the usage of renewable energy in their facilities; (ii) increasing the current reuse and recycle; (iii) water conservation and waste minimization programs. The informants came up with very interesting, yet innovative environmental ideas. For instance, MC3 maintained that his enterprise recycled green waste from the hotel's gardens. Other hotels communicated that they were limiting the usage of disposable packaging. The literature review as well as the research fieldwork has covered certain aspects involving sustainability instruments such as the codes of conduct, best environmental practices, eco-labels, environmental management systems (EMS) and environmental performance indicators. Such instruments represented the most commonly applied self-regulation methods which are frequently used by hotels in the international arena. Surprisingly, there was an informant (MC3) who has been awarded the prestigious Gold Award

by "Travelife—Sustainability in Tourism" for the enterprise's high standards of environmental management. Many informants have indicated that energy usage was one of their main operating costs, which necessitated careful consideration. Currently there have been some recent spikes in energy tariffs and charges in Malta. Moreover, there were campaigns which have heightened the awareness for more energy efficiency. The Malta Resources Authority has even offered grants and subsidies to commercial entities to engage in renewable energy sources. Generally, the investigated enterprises recognized that it was in their interest to prevent pollution (e.g. emissions to air and water, effluent discharges, noise et cetera) as they were committed to protect their natural environment. Better resource management is often enabled though improved technologies. Sometimes, good practices spread across the value chain to suppliers, customers and competition. This was evidenced during the interview meetings, as many of the informants indicated that they were aware that the Malta Council for Science and Technology has recently promoted an innovative wastewater recycling process for hotels, namely HOTER. This research project involves re-using and the conservation of water. A HOTER test prototype (with a treatment capability of 15,000 liters day) was installed in a leading hotel since summer 2008. The wastewater treatment process has recovered as much as 70%–80% of the water and provided first class water (EU Drinking Water standards) for the guest rooms of the hotel, while also meeting all second class water requirements (irrigation standards). The tests were successful and the project has also received international acclaim.

The Marketplace

The informants agreed that good relationships with stakeholders often spurred their activities across the value chain. Social networking is always a very basic requirement for businesses, including tourism enterprises. Normally, the firms' fair policies and practices are valued by marketplace stakeholders. In the main the informants admitted that their firms strived to ensure that there was continuous dialogue with customers and suppliers. They maintained that they wanted to keep good relationships with the people they do business with. In their own words; "Firms are similar to humans, as they rely on creating relationships which are crucial for their success" (MC2). "We have a good dialogue with our customers and suppliers"; "…our aim is to retain our existing customers and attract new ones" (SC2). "…if we deliver good customer service to our guests, our customers will be our ambassadors" (MC7).

The business partners and suppliers are also a very important part of the marketplace, as responsible enterprises assess their potential impact in their business operations. MC1, MC2 and MC6 highlighted that in line with their procurement policy, they try to purchase locally produced products and fresh organic products, as much as possible. MC2 suggested that her hotel even stimulates suppliers to adopt sustainability initiatives. Interestingly, all of the informants maintained good business relations with their suppliers, as they claimed that they pay their bills when due. Many informants agreed that there are reputational gains, often resulting in stronger partnerships, increased efficiency and better mutual understanding in marketplace relationships. Reputation is fundamental to ensure success within the marketplace. In SC3's own words; "…it's important to consistently 'do the right thing' with our business partners… we try to minimise problems with our suppliers by keeping good relations. This way, we are keeping up our reputation." MC3 went on to say, "…our restaurants' food and beverage products and service have to be of a high standard, as we have a duty to satisfy the needs and expectations of our valued hotel guests". Many tourism owner-managers asserted that such responsible procurement practices often result in significant cost-savings**.** Notwithstanding, strong relationships with the marketplace stakeholders often lead to better quality products (fresh organic products) which are sustainable and of a high quality. On many occasions, the hotels held that they ensured effective feedback, consultation and dialogue with suppliers and the other people they do business with.

Discussions and Conclusions

This study revealed how different tourism organizations are engaging in responsible behaviors with varying degrees of intensity and success. The researcher believes that CSR can bring a competitive advantage only if there are ongoing communications and dialogue between all stakeholder groups (including the employees, customers, marketplace and societal groups). The owner-managers admitted that CSR brought reputational benefits, enhanced the firms' image among external stakeholders and led to a favorable climate of trust and cooperation within the company. It was reported that CSR boosts employee morale and job satisfaction which often led to lower staff turnover and greater productivity in the workplace. The stakeholder relationships are needed to bring external knowledge sources, which may in turn enhance organizational skills and performance. Acquiring new knowledge must be accompanied by mechanisms for dissemination. There is scope in sharing best practices, even with rival firms. It is necessary for responsible businesses to realize that they need to work in tandem with other organizations in order to move the CSR agenda forward. This study's findings encourage inter-firm collaboration and networking across different sectors of the tourism industry. The findings have shown that the investigated enterprises are increasingly pledging their commitment for discretionary investments in environmental sustainability, includ-

ing; energy and water conservation, alternative energy generation, waste minimization, reducing, reusing and recycling policies, pollution prevention, environmental protection, carbon offsetting programs and the like. Indeed, some of the interviewees have proved that they are truly capable of reducing their operational costs through better efficiencies. The researcher believes that there is still room for improvement. There are small tourism business practitioners who need to realize the business case of CSR. Their organizational culture and business ethos have to become attuned to embrace responsible behavioral practices. This paper has identified cost effective operations. There was mention of some measures which enhance the human resources productivity. Other measures sought to reduce the negative environmental impacts.

This contribution contends that the notion of shared value is opening up new opportunities for sustainability, particularly with its innovative approach to re-configure the value chain. There are competitive advantages that may arise from creating and measuring shared value. Evidently, there is more to CSR than, 'doing good by doing well'. As firms reap profits and grow, they can generate virtuous circles of positive multiplier effects. This paper has indicated that the hospitality enterprises, who engage themselves in CSR practices, are creating value for themselves and for society.

Implications and Limitations

The generalizability of this research project is limited by the nature and the size of the sample. This research is representative of few informants from the tourism industry in a Southern European context. This project has investigated the hospitality owner-managers' opinions and perceptions about CSR practices. Low-level employees did not take part in this study. This sample is not amenable in drawing general conclusions in other contexts. There can be different practices across other industries. Moreover, if this study had to be replicated across other jurisdictions, there is a possibility to come up with different findings. In addition, previous studies have considered different sampling frames, research designs, methodologies and analyses which have obviously yielded different outcomes. This paper puts forward Porter and Kramer's (2011) "shared value" approach. It is believed that since this 'new' concept is relatively straightforward and uncomplicated, it may be more easily understood by business practitioners and policy makers. In a nutshell, this shared value proposition requires particular areas of focus within the businesses' context, at the same time it looks after society's wellbeing (EU, 2011). It appears that this notion contributes towards sustainability by addressing societal and community deficits. A longitudinal study in this area of research could possibly investigate the benefits of strategic CSR and establish its effects in the long term. Presumably, shared value can be sustained only if there is a genuine commitment to organizational learning for environmental sustainability, and if there is a willingness to forge relationships with key stakeholders.

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Politicized Purchasing: The Impact of Corporate Political Activity on Consumer Attitudes and Purchase Intentions

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Keywords: *corporate political activity, New Era Corporate Political Activity (NECPA), Old-Fashioned Corporate Political Activism (OFCPA), corporate involvement in politics, immigration policy*

EXTENDED ABSTRACT

Research Question

Prior to the Citizens United ruling in 2010, which allows unlimited spending on political causes by individuals and businesses, corporate political activity (CPA) typically consisted of interest-based spending to help firm or industry financial performance. However, since Citizen's United, firms have increasingly spent resources on controversial political causes unrelated to financial performance. Consequently, firms have found themselves often in controversy for making these newly legal donations. Taken together, these phenomena beg the question: what impact is controversial CPA having on consumer (a) brand attitudes and (b) purchase intentions?

Method and Data

An experiment was conducted using participants from Amazon's Mechanical Turk. In the experiment, participants either read about a firm making an anti-immigration political donation, a pro-immigration political donation, a firm not interested in making a political donation, or a firm moving its offices, with the latter two functioning as control conditions. The objective of the study was to determine if consumer a) brand attitudes and b) purchase intentions would change relative to the control condition after learning of a controversial political donation based on the political orientation of the consumer.

Key Contributions

Given the underlying importance of political orientation to a consumer's worldview, making donations that that run against a consumer's political orientation can reduce the standing of the firm making the donation in the consumers' mind. Thus, firms considering undertaking controversial political activity may want to consider potential negative outcomes before doing so.

Summary of Findings

Findings indicate that controversial CPA has a significant negative impact on brand attitudes and purchase intentions when it is viewed as inconsistent with the consumer's political orientation. Further, brand attitudes mediate the controversial CPA × political orientation interaction on purchase intentions.

References are available on request.

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Are E-Cigarette Addiction Warnings Effective? The Mediation Effects of E-Cigarette Addiction Warnings on E-Cigarette and Traditional Cigarette Use Intentions

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Keywords: *warnings, electronic cigarettes, health risk, addiction risk*

EXTENDED ABSTRACT

Research Questions

- Given the increase in e-cigarette use and proposed ruling by the FDA, this research examines several important research questions:

- Will addiction warnings on e-cigarette advertisements affect the health and addiction risk beliefs of consumers, and will these effects be similar for e-cigarette users and traditional cigarette smokers?

- Will the effects of addiction warnings be influenced by the presence of a health claim in advertisements?

- Will e-cigarette users' and traditional cigarette smokers' health and addiction risk beliefs influence future intent to use e-cigarettes and traditional cigarettes?

Method and Data

National samples of adult traditional cigarette smokers and e-cigarette vapers were recruited for two experiments. The experimental design of Study 1 was a 2 (Addiction warning: present vs. not present) × 3 (Smoking status: e-cigarette user vs. traditional cigarette smoker vs. both e-cigarette user and traditional cigarette smoker) between-subjects design. ANOVAs were then used to examine the effect of the warning and smoking status interaction on health and addiction risk beliefs. Study 2 was a 2 (Addiction warning: present vs. absent) × 2 (Smoking status: e-cigarette user vs. traditional cigarette smoker) × 2 (ad health claim: present vs. absent) between-subjects experiment. Participants were presented with a print ad for a fictitious e-cigarette brand and randomly assigned to either see an ad with or without an addiction warning and with a (unsupported) health claim or a no claim control. In this study, the PROCESS algorithm (Hayes 2013) with 10,000 bootstrap samples was used to address our research question concerning the mediation effects extending from both health and addiction risk beliefs.

Summary of Findings

Study 1 reveals that, in a sample of e-cigarette users and traditional cigarette smokers, the presence of an addiction warning increased *addiction* risk beliefs among individuals that use e-cigarettes solely, and increased *health* (e.g., cancer, stroke, etc.) risk beliefs among individuals that use e-cigarettes solely and individuals that use both e-cigarettes and traditional cigarettes. These effects on risk beliefs were not significant among individuals that only use traditional cigarettes. Results from Study 2 show that for traditional cigarette smokers, the presence of an addiction warning increased health and addiction risk beliefs when a health claim was made in the ad. The mediation effects, through health risk and addiction risk beliefs,

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reveal that the inclusion of the warning decreased smokers' intent to use e-cigarettes, but increased intent to use traditional cigarettes. For e-cigarette users, the presence of an addiction warning increased addiction risk beliefs regardless of whether a health claim was made. Mediation effects, through addiction risk, show that the inclusion of the addiction warning decreased current e-cigarette users' future intent to use e-cigarettes, but had no effect on intent to use traditional cigarettes.

Key Contributions

There are substantial concerns linked to consumer health and welfare related to the rapid growth of the unregulated e-cigarette market. The inclusion of an addiction warning affects some consumers' health and addiction risk beliefs, but not necessarily in a way that will prove to be beneficial for all consumers in the long run. By affecting health and addiction risk beliefs, indirect effects suggest that the warning may *decrease* the likelihood that current e-cigarette users will use e-cigarettes in the future. Traditional cigarette users' health risk and addiction risk beliefs are only affected by an addiction warning when a health claim is made, which could occur because they have not been exposed to as much unregulated e-cigarette promotion as e-cigarette users; therefore, they appear more likely to believe such claims unless a warning is present. When such a health claim is present, indirect effects suggest that the warning may *decrease* the likelihood that smokers will use e-cigarettes in the future, but *increase* their likelihood to use traditional cigarettes. From a public health perspective, this potentially could have a detrimental effect on the long-term health of cigarette smokers.

References are available on request.

The Next Step in Plain Packaging? Dissuasive Cigarette Sticks and Smokers' Choice Behavior

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Keywords: *tobacco control policy, plain packaging, dissuasive cigarette sticks*

EXTENDED ABSTRACT

Research Question

Plain, or standardized, packaging of tobacco products replaces attractive brand imagery with strongly aversive colors and warnings. However, while smokers display branded packages as they construct and communicate social identities, they actually consume cigarette sticks, which are typically white, a pure and cleansing color. Cognitive dissonance theory suggests unattractive colors diminish smokers' experience of smoking and undermine the rationalizations they use to reduce the harm smoking presents. Similarly, cue consistency theory suggests smokers expect a brand's appearance to create coherent expectations about consumption experiences. Unattractive cigarette sticks thus generate tension between the cues smokers receive and the experiences they anticipate from smoking.

Using these theories and findings from an earlier qualitative study, we designed dissuasive sticks to create disruptive cues that would challenge smokers' consumption experiences. These sticks served as stimuli in a "best–worst" choice experiment where we estimated the relative importance of cigarette stick appearance, level of branding, warning size, and warning content as influences on smokers' choice patterns. Overall, we examined how dissuasive sticks affected the aversiveness created by plain packaging, and whether altering the appearance of cigarette sticks should be incorporated within future plain packaging policy.

Methods and Data

We undertook an online survey of 313 daily and social smokers aged 18 years and over. Quotas ensured the sample had appropriate age and gender distribution; 80% were daily smokers, two-thirds normally smoked tailor-made cigarettes, and a third had made a serious quit attempt in the last six months.

Respondents completed a within-subject choice experiment that compared cigarette packs with different levels of branding, warning theme and size, and cigarette stick appearance; the 2 × 3 × 3 × 6 orthogonal design represented 108 choice sets. The six cigarettes tested included two controls (white sticks with brown and white filters); two dissuasively colored sticks (slimy green and murky brown), and two sticks with warning messages ("smoking kills" and "15 minutes of life lost"). Respondents were asked to imagine they had gone into a store to buy cigarettes or tobacco and had only the options shown, which all sold for the same price. Each respondent evaluated one randomly chosen block comprising 12 choice sets and, for each set, identified the pack they would be most likely and least likely to buy. In a between-subjects component of the study, respondents viewed and rated each stick using a scale of -5 (very unappealing) to +5 (very appealing).

Summary of Findings

All the test sticks examined were significantly less preferred to a standard white stick with a brown or white filter. However, the stick featuring the warning "minutes of life lost" was significantly more aversive than all other sticks tested. Women found the test sticks more aversive than did men, particularly the green and brown sticks. Older respondents also found all the test sticks significantly more aversive than did younger respondents.

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Relative to the other pack attributes examined, the warning theme had the strongest influence on choice behaviour. Respondents found a health warning (cancerous tongue) more dissuasive than a social warning (rotting teeth), and the larger the warning, the less appealing respondents found the pack. However, there were significant three-way interactions between health warning theme, a completely unbranded plain pack and warning size. The combination of the cancerous tongue image, removal of all branding elements and increasing the warning label size to 50% or 75% increased the odds of respondents least likely to select these options by between approximately 40% and 70%. These options represent those proposed by proponents of so-called "plain packaging" of tobacco products, which is more correctly described as "dissuasive packaging," since its main intention is to dissuade young people from taking up smoking.

Key Contributions

This is the first study to examine how changing the appearance of cigarette sticks could affect smokers' experience of smoking and, potentially, their smoking behavior. Irrespective of the measure used (preference or choice patterns) the dissuasive sticks tested were significantly less attractive than either of the white sticks currently sold. Our findings are consistent with earlier studies exploring how cigarettes' aesthetic features influence smokers, and reflect strategies revealed in analyses of tobacco industry documents.

Because cigarette sticks extend associations created by external packaging, they provide a distinct and novel platform for creating dissonance, disrupting smokers' expectations, and cuing cessation attempts. Dissuasive sticks represent a potentially important extension to Australia's world-leading plain packaging policy, designed to reduce the appeal of smoking. Our findings suggest combining plain packaging with aversive sticks would enhance the effects of plain packaging, further de-normalize smoking, and reduce the residual appeal smoking has to young people.

References are available on request.

Making the Most of a Scary Warning: The Positive Influence of Cigarette Warnings on Consumer Perceptions of Tobacco Advertisers

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Keywords: *social contract theory, counterpersuasion, graphic warnings, smoking cessation*

EXTENDED ABSTRACT

Research Question

Despite becoming law in 2009, the inclusion of pictorial warnings on cigarette packages and advertisements has been delayed by lawsuits contending that graphic pictorial warnings (GPWs) negatively impact purchase intentions for cigarette products and perceptions of cigarette advertisers. However, prior research suggests that consumers may desire to have warning information (e.g., Peters et al. 2006) and may favorably evaluate companies that address consumer welfare and safety concerns (Torres, Sierra, and Heiser 2007).

The purpose of our research is to examine the effects of GPWs on consumer evaluations of both the product and the advertiser. We posit that such warnings may reinforce the social contract (Donaldson 1982; Torres, Sierra, and Heiser 2007) between cigarette marketers and consumers and lead to more favorable evaluations of cigarette advertisers but negatively impact consumer evaluations of cigarette brands. Thus, our research examines the distinct effects of GPWs on product-related evaluations such as purchase intentions and evaluations of product advertisers.

Method and Data

Participants were drawn from an online subject pool (N = 285; M_{age} = 29) and randomly assigned to one of four experimental conditions in which two of the newly mandated warning statements (FSPTCA 2009) and the presence or absence of the accompanying pictorial warning was manipulated. The dependent variables of interest in our study included motivation to stop smoking, purchase intentions, personal relevance of the ad, perceived social responsibility of the tobacco advertiser, evoked negative affect, and perceived corporate trustworthiness.

Summary of Findings

Analyses of variance were performed and results indicate that the inclusion of high graphic level pictorial warning disclosures engender stronger motivations to stop smoking and lead to a decrease in purchase intention for the advertised product. We also find that high graphic level pictorial warnings positively influence consumer's perceptions of the advertisement's personal relevance and perceptions of the advertiser's social responsibility. These effects were mediated by negative affect and perceptions of corporate trustworthiness. Findings also indicate that consumers express less favorable evaluations (e.g., trustworthiness) of advertisers when low-graphic warnings are displayed in conjunction with the cigarette advertisement.

Key Contributions

The present research provides insight into the cigarette health warning and corporate social responsibility literatures. We find that high graphic level warning disclosures embedded within cigarette advertisements lead to smoking cessation outcomes but positively influence consumers' evaluations of the advertiser. These finding are particularly interesting given that cigarette manufacturers have begun to produce smokeless tobacco products such as chew and snus

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and alternative cigarette products such as electronic cigarettes. In particular, our findings suggest that high level GPWs embedded within cigarette advertisements may produce favorable downstream consequences for tobacco advertisers, many of which have begun to shift their focus to "less harmful" tobacco products.

References are available on request.

You, Me, and My Ignominy: Anti-Tobacco Discourse and Jammed Culture Jamming

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Keywords: *Adbusters, culture jamming, literary theory, social marketing, tobacco*

EXTENDED ABSTRACT

Research Question

Culture jamming is defined as a subversive practice designed to expropriate and sabotage the meaning of commercial messages. In this research, we focus our efforts on anti-tobacco discourse put forward by the Adbusters Media Foundation, which is considered "the mouthpiece of the anti-consumption movement" (Zavestoski 2002, p. 122), and we use intertextuality as a theoretical foundation to examine whether reverse or "turn around," as inferred by the notion of détournement, is an apt metaphor for culture jamming efforts. Additionally, we consider how tobacco firms increasingly operate within stringent political and regulatory environments—or potentially "dark" markets where marketing communication is highly limited—and the challenges this presents for culture jammers today as they have less iconic and familiar ad campaigns to culturally recycle and rework. Finally, following the lead of Mick (2006) and the practice of transformative consumer research that aims to improve well-being at an individual and societal level, this research investigates how culture jamming efforts might become more effective and offers insight towards building better anti-ads with the insights of smoker informants.

Method and Data

Our research study is based on an analysis of texts and consists of three parts: first, we conducted an in-depth interview with Kalle Lasn, the founder of Adbusters, and also critically reviewed his book, *Culture Jam*; second, we provide a semiotic analysis of three sets of parody cigarette ads—for Marlboro, Camel, and Kool, respectively—that have circulated in the magazine, *Adbusters* and continue to be posted online (see adbusters.org); and third, we are conducting in-depth interviews with smokers to examine their interpretations of the parody ads and seeking their assistance in determining the likely effectiveness of culture jamming efforts.

Summary of Findings

With culture jammers' efforts to "turn around" interpreted brand and promotional meanings, the extent that spoof ads exemplify a message reversal, in the spirit of détournement, is questionable. Our review of anti-tobacco discourse shows inconsistency about whether it is likely to be situated as anti-corporate/anti-producer/anti-brand or anti-consumption/anti-consumer. When envisioning the possible transformation resulting from the efforts of the culture jamming movement, Lasn proclaims: "Were you there when Philip Morris Inc. bit the dust?" (1999, p. 136). Nevertheless, Lasn (1999) describes consumer culture as bloated and self-absorbed and he acknowledges that "the old American dream of endless acquisition sickens them [culture jammers]; it enervates them" (1999, p. 171). Lasn (1999, p. 135) refers to today's smokers as "outsiders, even villains" as though this is a desirable outcome from activists' efforts. Consistent with the findings of Kozinets and Handelman (2004), the corporate elite might seem like the obvious adversary of a movement comprised of culture jammers, yet such activists may often adopt an unflattering view of consumers and make them their opponents. Being scornful towards smokers has the potential of being mean-spirited, particularly given that most smokers initiate at 13 or 14 years old, commonly underestimate the addictiveness of nicotine, typically regret their smoking, and experience considerable difficulty trying to quit.

Key Contributions

Although Adbusters has been a general focus of previous study (e.g., Rumbo 2002; Sandlin and Callahan 2009), our case illustration is seen as insightful considering the special

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attention the tobacco sector has received from Adbusters, its founder, Kalle Lasn, and fellow culture jammers. Lasn (1999) points to tobacco as the only product or sector in which anti-ads have supposedly beaten product ads. Meanwhile, the smoker informants of our research generally pointed to the contextual temporariness of ads. Despite the tobacco industry's historically notable advertising expenditures, the product's increasingly stringent regulatory environment with respect to marketing communication suggests that younger generations may have less familiarity with the original tobacco ads being culturally recycled, reworked, and reversed. An important factor that prompts a brand or corporation to become the subject of culture jamming is iconic branding and highly successful and recognized ad campaigns, yet in many jurisdictions, today, tobacco advertising and promotion is highly limited. Moreover, for some of our (youthful) informants, the coolness of death was conveyed, and the role of brand specificity (e.g., insulting Marlboro and Joe Camel directly) prompted some smokers to say, "But it's not my brand."

References are available on request.

Dangers of the "Double Dip": How Naive Beliefs Can Contribute to Accidental Overdose on Over-the-Counter Drugs

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Keywords: *over-the-counter drug labels, risk, similarity, consumer naive beliefs*

EXTENDED ABSTRACT

Research Questions

This research explores how consumers assess over-the-counter drug (OTC) risks and evaluated consumer-directed strategies aimed at curbing the problem of unintentional OTC drug overdose. Using the accessibility–diagnosticity model (Feldman and Lynch 1988; Lynch, Marmorstein, and Weigold 1988) and work on consumer naive beliefs (Deval et al. 2013; Wang, Keh, and Bolton 2010) as a foundation, we investigated (1) whether consumers may hold the naive belief that OTC drugs are relatively risk-free, (2) how this belief could impact their risk assessments when considering more than one OTC drug for concurrent use, and (3) the efficacy of different types of interventions aimed at helping consumers more appropriately evaluate OTC drug risks.

Method and Data

In studies 1 and 2, we explore differences in the perceptions of expert (with medical training) and novice consumers, providing initial evidence that novice consumers hold a naive belief that OTC drugs are relatively risk-free. In the studies that follow (studies 3, 4, and 5), we compared the efficacy of fundamentally different types of interventions (e.g. on-package and public service messages), including those currently being considered by industry and policy-makers, that are designed to help consumers better assess the risks of exceeding the recommended dosage in situations involving two drugs containing the same active ingredient. Our results suggest that interventions aiming only to enhance the salience or accessibility of active ingredient content may be insufficient on their own because active ingredients are not perceived as relevant or diagnostic at signaling risk among novices (study 3). That is, consumers may need to be more explicitly informed that taking two OTC drugs with the same active ingredient can pose serious risks to the user. Further, our results suggest that this type of diagnostic information may be successfully communicated using interventions via public service messages (study 4) and using messages included on package labeling (study 5).

Summary of Findings

Across five studies we investigate consumer OTC drug perceptions and evaluated consumer-directed interventions designed to address the public health problem of unintentional OTC drug overdose. Our research reinforces previous work suggesting that novice consumers show little awareness or consideration of the active ingredients in OTC drugs (Hanoch et al. 2007; NCPIE 2002). However, our research suggests that the problem may go beyond an issue of low accessibility of active ingredient information and stresses the additional need to educate consumers about the diagnosticity or relevance of active ingredients in assessing OTC drug risks.

Key Contributions

Our results indicate a naive belief among novice consumers that OTC drugs are relatively risk-free, which hinders their ability to properly evaluate the risks of combining two drugs containing the same active ingredient. In particular, our findings indicate that interventions may need to emphasize the

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diagnosticity of OTC drugs' active ingredients for assessing risk, and counter consumers' naive beliefs about OTC drug ingredient safety. Further, our results provide evidence that these kinds of interventions may be successfully implemented both on and off product package labeling (i.e., package label and public service messages). Combined, these results suggest that the efficacy of package icons and other strategies being considered by members of the OTC drug industry and policy-makers may do well to include or be accompanied by additional educational efforts that highlight the important diagnostic value of the active ingredient in assessing OTC drug risk.

References are available on request.

Risks of Unintended Health Consequences Associated with Negative Halo Effects

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Keywords: *product recall, intrauterine device, MoM hip implants, halo effect, risk perception*

EXTENDED ABSTRACT

Research Question

Negative news media reports regarding potential health hazards of implanted medical devices and pharmaceuticals can lead to a 'negative halo effect, a phenomenon whereby judgments about a product can be unconsciously altered even though the scientific support is tenuous. This effect may significantly impact rates of use and/or explantation of medical products. To determine how a "negative halo effect" impacts the rates of use and/or explantation of medical products, we analyzed the occurrence of such an effect on three implanted medical devices—(1) intrauterine contraceptive devices (IUDs), (2) silicone gel-filled breast implants (SGBI), and (3) metal-on-metal hip implants (MoM)—and (4) one drug (Tysabri).

Method and Data

Data on IUD use from 1965 to 2008 were gathered from the Department of Health and Human Services Vital and Health Statistics and peer-reviewed publications. Data regarding SGBI implant and explantation rates from 1989 to 2012 were obtained from the Institute of Medicine and the American Society of Plastic Surgeons. MoM implant and explantation data were extracted from the England and Wales National Joint Register and peer-reviewed publications. Tysabri patient data were reported by Elan Corporation or Biogen Idec Inc. Trends for all products were compared with historical recall or withdrawal events and discussed in the context of public perceptions following such events. Research articles regarding public perception and perceived risk were obtained from various scientific search engines, including PubMed, Medline, and Web of Science.

Summary of Findings

We found that common factors altered public risk perceptions and patterns of continued use. First, a negative halo effect may be driven predominantly by patient fears rather than adverse clinical outcomes. Second, negative reports about one product can spill over to affect the use of dissimilar products in the same category. Third, a negative halo effect on an entire category of medical devices can be sustained regardless of the scientific findings pertaining to safety. Fourth, recovery of a product's safety reputation and prevalent use may take decades in the United States, even while these products may exhibit widespread use and good safety records in other countries.

Key Contributions

A proper risk communication framework may reduce unintended consequences following withdrawal or recall events.

Historical cases indicate that withdrawal events can affect the use patterns of similar but safe products due to both consumer and physician concerns of safety or even litigation risk. Stakeholders that anticipate this outcome may develop a communication framework to support evidence-based evaluation of their product.

Accurate tracking of patient use, removal, and physician prescription can help indicate early patterns of decline associated with other product withdrawals or recalls and potentially support early communication with hard data.

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Poor communication of uncertain scientific findings and negative outcomes influences negative media coverage. However, consumers do not rely only on the media. For example, in the case of the IUD, it was found that half of women received information from doctors, while the other half sought information from popular press, friends, or family.

Physicians are a trusted source of health risk information and can play an important role in addressing patient fears, helping them weigh risks and benefits of explantation, and clarifying uncertain scientific data or test results.

Communication with physicians and be critical. For example, in the case of Tysabri, a clear understanding of risk factors can provide robust guidance for physicians and patients regarding product prescription even when patient fear and stigma remain.

References are available on request.

Developing a Model of the Effect of Display Format on Patients' Health Decisions

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Keywords: *risk display format, risk communication, health, affect, shared decision making*

EXTENDED ABSTRACT

The U.S. Department of Human and Health Services prioritizes informed choices along with the participation of patients in their own medical decisions and aims to provide the public a means for improving the transparency and quality of their health services (HHS 2014). Similarly, global nonprofit organizations such as Healthwise have been working to promote a social change agenda to ensure that shared decision making will diffuse in the health system creating higher quality health care. Given such changes in the medical environment and the new role of patients in their own care, it has become increasingly important to understand the effectiveness and benefits of different communication alternatives (cf. Waters et al. 2006). There is a need for communication tools that can be integrated into health care decisions such that the risks and benefits of the available treatment options can be explained accurately to ensure informed health decisions and to enable patients to feel good and confident about their decision and the decision-making process. To better understand how to structure such communications, one must understand how different display formats influence multiple aspects of the decision process (e.g., cognitive, conative [behavioral], affective).

Research Question

The health care literature has examined the impact of display formats on numerous dependent variables (e.g., knowledge, behavioral change, liking), but has failed to find consistent results. While visual aids help decision making compared with presenting the information in textual format only (e.g., Smerecnik et al. 2004), the superiority of any particular display format and why/how different formats impact decisions is unclear. Thus, the goal of the current paper is to investigate the underlying mechanism(s) explaining how display formats influence behavior (i.e., treatment decisions) while also expanding this investigation to include both cognitive (e.g., knowledge) and affective paths. Specifically, we examine the roles of verbatim knowledge (an ability to read numbers from the graphs and tables), gist knowledge (the ability to understand the essentials of the information), affect (feelings about the decision), and processing fluency (ease of processing the information) on behavior. Our findings help clarify the relationship of verbatim and gist knowledge to behavior while also highlighting the role of emotions and processing fluency in this process. Further, our findings provide insights that can be used by a variety of stakeholders to help determine which display formats will be most effective for communicating risk information.

Method and Data

Study 1 (n = 351) used a 2 (question order: verbatim first, gist first) × 2 (display format: graph, table) between-subjects design to examine the cognitive path (relationship of verbatim knowledge, gist knowledge, and behavior). Participants read a scenario in which they had to choose among 3 treatment options (Pill A, Pill B, no treatment) which varied in effectiveness and side effect levels. Participants then answered questions to assess verbatim knowledge (e.g., "If 100 people took Pill B, how many would experience a stroke?") and gist knowledge (e.g. "Who is least likely to have a stroke?") (adapted from Hawley et al. 2008).

Study 2 (n = 347) used a 2 (verbatim first, gist first) × 5 (icon array, bar graph-frequency, bar graph-probability, table-frequency, table-probability) between-subjects design and

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included measures to assess affective and processing fluency paths, in addition to the cognitive one. Participants again read a health scenario and had to indicate their treatment preference, followed by questions to assess knowledge (verbatim, gist), affect, and processing fluency.

Summary of Findings

Both studies show that display format influenced behavior through sequential mediation of verbatim and gist knowledge. That is, display format impacted verbatim knowledge, which led to gist knowledge, which ultimately impacted behavior. In addition, due to their impact on verbatim and gist knowledge, the table format led to the most accurate decisions (i.e., choice that minimized risk), while the bar graph with frequency information led to the least accurate decisions. These results suggest that when evaluating health information, people utilize bottom-top processing, in which they first focus on verbatim information they get from the display format (i.e., specific statistics); then abstract this information to see the big, essential picture (i.e., gist knowledge); and, finally, after this comprehension, make a decision.

There was no effect of question order for knowledge types on any dependent variables.

Finally, we found that the table with frequency information led to the highest treatment likelihood through positive affect compared with the other formats. Also, display formats have an indirect effect on behavior through processing fluency. While icon arrays and bar-frequency did not differ in their impact on behavior, other display options led to a higher tendency to get the treatment compared to icon arrays.

Key Contributions

While others have found that risk display format has an impact on verbatim and gist knowledge (Hawley et al. 2008; Tait et al. 2010), and these two types of knowledge are significantly associated with superior decisions (Hawley et al. 2008), prior researchers have not considered the underlying process. We show that display formats influence behavior through the sequential mediation of verbatim and gist knowledge, and that verbatim knowledge precedes gist knowledge, suggesting a bottom-top processing approach. In addition, our model identifies two additional paths by which display formats affect behavior—through an affective path and a processing fluency path. We also found that tables using frequency information result in more positive affect, easier processing, and better decisions than bar graphs or icon arrays. However, these findings should be replicated with additional populations and contexts. Nonetheless, regardless of format selected, health communicators (e.g., doctors, journalists, health organizations, policy makers) should be aware of the multiple paths by which display formats can affect decisions and should consider both emotional and cognitive aspects of the risk communication alternatives. More specifically, communicators should consider the positive affective response, enhanced knowledge, and ease of information processing when making recommendations about which formats to use.

References are available on request.

Front of Package Labels: An Elaboration Likelihood Model Perspective

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Keywords: *front of package, nutrition facts panel, elaboration, attitude*

EXTENDED ABSTRACT

Research Question

Two major sources of health and nutrition information on food packages are front of package (FOP) claims and the Nutrition Facts panel. FOP claims characterize nutrient levels or describe an association between a food component and reduced risk of a disease or health condition (Wartella, et al. 2010), whereas the Nutrition Facts panel provides a standardized format of key composition information such as calories, fat, cholesterol, sodium, carbohydrates, and protein (FDA 1999).

Among the broad set of FOP nutrition messages, a review of extant research reveals that the effect of health claims on consumer attitude and behavior is not well understood (cf. Wartella et al. 2011). The present research examines the interactive influence of FOP labels and information contained in Nutrition Facts panels.

Understanding how claims on the front label affect consumer attitude and behavior has important implications for both public policy and food manufacturers who use health and nutrition information as a tool to market their products. Using the Elaboration Likelihood Model (Petty and Cacioppo, 1986), our research seeks to inform the growing debate on the efficacy of FOP nutrition message in helping consumers make healthier choices.

Method and Data

Study 1 used a still hypothetical functional food product: tomato juice containing soy protein. Front labels and the Nutrition Facts panels for this tomato juice containing soy were created. A 2 (claim information on a front label—control and health claim) × 2 (nutrition information on the Nutrition Facts panel—healthy and unhealthy version) between-subjects factorial design was used.

Over 200 university students participated in the computer based study 1. Using similar methods, Study 2 examined how consumers react to different types of FOP claims (i.e., nutrient content claim and health claim) for tomato juice. The nutrient content claim includes simple information about the nutritional profile of the product, whereas the health claim contains a more explicit description of relationships between nutrients and diseases. A 2 (claim information) × 2 (Nutrition Facts information) between-subjects factorial design was employed. Over 190 university students participated in study 2.

Summary of Findings

Results of study 1 revealed that the Health Claim FOP information prompted greater elaboration of the nutrition facts panel information as compared to the No Claim FOP information condition. Results of study 2 revealed that the Health Claim FOP condition led to greater elaboration of the Nutrition Facts Panel when compared to the Nutrient Content FOP claim condition. By manipulating nutrient levels in the Nutrition Facts panel, we were able to investigate how consumers use information on the front label and how such information affects evaluations of product quality. Consumers elaborate more on information shown on the Nutrition Facts panel when they are exposed to a health claim on the front label.

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Key Contributions

Understanding why and how consumers use food labels is necessary when designing food labeling regulations (Lenaham et al. 1973). It is important to determine how best to communicate evolving diet-health information to consumers (Ippolito and Mathios 1991). From a public policy perspective, the results and methods of these studies can help us understand how consumers evaluate information on the front of food labels. In our research, certain information on the front label can result in greater elaboration and perhaps help consumers make better (more informed) food choices. In sum, we are hopeful that the methods and theoretical frameworks employed in our studies will stimulate further programmatic research on the ways in which consumers tend to combine information from advertising and product packaging with other product information in making healthy and sustainable choices on a daily basis.

References are available on request.

Comparing Food Label Use and Understanding Among English-Dominant Hispanics, Spanish-Dominant Hispanics, and Other Consumers

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Keywords: *food label, nutrition knowledge, Hispanics, language dominance, acculturation*

EXTENDED ABSTRACT

Research Question

Recent estimates suggest that Hispanics are the largest and fastest growing minority group in the United States (United States Census Bureau 2012). In 2005, 14% of the United States population self-identified as Hispanic, and this proportion is projected to increase to 29% in 2050 (Passel and Cohn 2008). While some Hispanics living in the United States use the English language exclusively or more often than Spanish (English-dominant Hispanics), other Hispanics in the United States predominantly use the Spanish language in their daily lives (Spanish-dominant Hispanics) (Taylor et al. 2012). Proficiency in and preference for the Spanish or English language is a commonly used measure of the degree of acculturation. Research has shown the influence of acculturation on Hispanics' perceptions, attitudes, and behaviors related to diet and health (Lara et al. 2005). There has been no research comparing how food label use and understanding may differ between more-acculturated Hispanics, less-acculturated Hispanics, and other consumers who are not Hispanics. The purpose of this study is to compare food label use and understanding of label information among Spanish-dominant Hispanic, English-dominant Hispanic, and English-speaking non-Hispanic groups and assess the role that demographic and other factors may play in any differences.

Method and Data

The study sample (n = 2,804) consisted of Spanish-dominant Hispanic, English-dominant Hispanic, and English-speaking adults aged 18 years or older in the United States from probability-based online consumer panels Knowledge Panel® and KnowledgePanel Latino℠. Sampled panel members were invited by email to complete an English or a Spanish survey online from October 2, 2012, through October 25, 2012. Dominant language for Hispanic panel members was measured using four Pew Research Center questions that assess proficiencies in speaking and reading Spanish and English languages (Taylor et al. 2012). Spanish-dominant means self-reported speaking and reading proficiencies are stronger in Spanish than English. Bilingual participants were categorized as English-dominant. Participants were asked how often they read the food label when they buy a food product for the first time and use the label information in different ways. Participants were also asked to perform calculations using the Nutrition Facts label and for the meaning of "serving size" and "percent daily value." Outcome variables were dichotomized. Logistic regression was used to examine the relationships between population group and each of the study outcomes. Analyses were adjusted for gender, age, education, survey language, limiting nutrients in the past 30 days, perceived weight status, and five beliefs about food label use.

Summary of Findings

About 60% of participants were female, 25% were college graduates, 80% have tried to limit calories, fiber, sugar, fat, cholesterol, and/or carbohydrates in their diet, and 50% considered themselves overweight. After adjusting for covari-

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ates, Spanish-dominant Hispanics were less likely to read the food label and use serving size information than both English-dominant Hispanic and English-speaking non-Hispanic population groups. While there was little difference between English- and Spanish-dominant Hispanics in the reasons why they use information on food labels, Spanish-dominant Hispanics were less likely to use the label to compare different food items with each other and to see how high or low the food is in things like calories, salt, vitamins, or fat than English-speaking non-Hispanics. Similar food label use behaviors were reported by English-dominant Hispanics and English-speaking non-Hispanics. Spanish-dominant and English-dominant Hispanic groups were less likely to correctly calculate caloric intake than English-speaking non-Hispanics. English-dominant Hispanics were also less likely to understand the meaning of the term "percent daily value" than English-speaking non-Hispanics.

Key Contributions

Variation in the degree of acculturation can lead to differences in behaviors related to dietary choices and the use and understanding of nutrition information on food labels. Public health information and education may be more effective if targeted to different subgroups' needs. We found differences in use and understanding of food labels between population groups remained even after adjusting for gender, age, education level, survey language, limiting nutrients, perceived weight status, and beliefs about food label use. Spanish-dominant Hispanics were generally less likely to read the food label when buying a food product and use serving size information than English-dominant Hispanics. Research has shown that less acculturated Hispanics generally consume more homemade meals and fewer frozen meals and ready-to-eat meals than more acculturated Hispanics, which may partly explain lower food label use among Spanish-dominant Hispanics in the present study (Langellier et al. 2014). Although English-dominant Hispanics had similar food label use behaviors as English-speaking non-Hispanics, they were less likely to understand and correctly interpret information on the food label. Strategies for educating Hispanics on how to correctly use nutrition information on the food label to help make informed dietary choices may be needed.

References are available on request.

Relationships Between Food Label Use Behaviors and Adult Weight Outcomes

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Keywords: *food label usage, BMI, obesity, causal relationship*

EXTENDED ABSTRACT

Research Question

The relationship between food label use and obesity is complex and not well understood. Using regression analyses, some population-based cross-sectional studies have found that overweight or obese individuals, especially those who were trying to lose weight, were more likely to use food labels and check for specific nutrients on the label than nonoverweight individuals (Lewis et al., 2009; Satia, Galanko, and Neuhouser, 2005). However, other studies have found a casual effect of food label use on weight outcomes (Variyam and Cawley, 2006; Mandal, 2010). For example, using propensity score techniques to examine cross-sectional data pre- and post-Nutrition Labeling and Education Act of 1990, Variyam and Cawley (2006) found that while body mass index (BMI) increased over the time period, among non-Hispanic white females, label users gained less weight than nonusers. In this paper, we try to fully understand the direction of the relationship between food label use and obesity. We first examine whether there were significant differences in food label use behaviors between normal weight, overweight, and obese individuals. Second, we use propensity score techniques to determine whether there is a causal relationship between food label use and weight status.

Method and Data

Data from the U.S. Food and Drug Administration's 2008 Health and Diet Survey (HDS) and 2007–2008 National Health and Nutrition Examination Survey (NHANES) were used. Comparable dependent variables between the two data sets included use of food label and information on food label behaviors (food label use, use of serving size information, use of claim information). Among the HDS sample, use of calorie information, use of healthy symbols or icons, tracking of nutrients, and the reasons why information was sought on food labels (decide which brand, determine how much to eat, compare across different foods, verify advertising, obtain general nutritional content, assess nutrient levels, meal planning, or avoid ingredients) were also examined. Frequency and descriptive statistics of demographic and behavioral variables on food label use were calculated. Chi-square tests and adjusted logistic regression models were used to examine the association between food label use behaviors and obesity. Odds ratios of food label use behaviors among overweight and obese individuals compared with normal weight individuals were estimated. Propensity score matching, which allows causal inferences with the observational data in modeling the effect of an intervention, was used to analyze HDS data.

Summary of Findings

Findings from the unweighted HDS data showed that overweight and obese adults were more likely to use serving size ($p < .001$, $p < .05$ respectively) and calorie information (both $p < .001$) than normal weight adults. Additionally, overweight individuals were more likely to use food labels to determine how much to eat ($p < .05$) and use health symbols on packaged foods ($p < .05$) than normal weight. The

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unweighted data from the NHANES revealed that overweight adults were more likely to use serving size information ($p < .05$) than normal weight adults. However, these differences in food label use disappeared in weighted models, which may suggest that these results are not generalizable to the overall U.S. population. Lastly, we used the propensity score techniques to study whether label use had a causal effect on the weight outcomes. Our estimates show that individuals who always checked whether the advertisement was true were less likely to be overweight or obese ($p = .005$). Overall, we conclude that overweight and obese adults may use food labels and label information differently than normal weight adults. Overweight individuals were more likely to use the serving size information across data sets ($AOR_{HDS} = 1.6$, $p < .001$; $AOR_{NHANES} = 1.1$, $p < .05$); but these effects may be more correlational rather than causal.

Key Contributions

According to our study, there may be some weak associations between the food label use behaviors and weight status. Overweight and obese consumers were more likely to read the food label information on calorie and serving sizes, which may not translate into dietary behaviors. Our findings suggest that consumer education and public health efforts on nutrition should consider differences in the use of food labels and label information across normal, overweight, and obese adults.

References are available on request.

Naturally Persuasive: Embracing Consumer Perceptions of "Natural" to Advance Food Well-Being

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Keywords: *natural, product labeling, food policy, food well-being, participant photography*

EXTENDED ABSTRACT

Research Question

We examine the following questions concerning the food label "natural": (1) What are the consumer perceptions of the label natural in real world contexts? (2) How might we use consumer beliefs about natural to enhance their well-being?

Method and Data

Research was conducted in two stages of focus groups. The first set of focus groups centered on mothers and their interpretations of "natural." These groups leveraged participant photography, which allowed access into their everyday eating occasions and discussions about their choices. The second set consisted of a broader sampling of the population. Participants in these groups discussed their food consumption habits and provided feedback on real food packaging stimuli. Focus group transcripts, field notes, and photographs were all analyzed using the constant comparative method. Coding continued as an iterative activity, identifying and testing key themes as coding moved between individual focus groups to incorporating all focus groups.

Summary of Findings

Consumer perceptions of natural food labels and attitudes toward natural are examined by exploring each of the five domains of the food well-being framework: food socialization, food literacy, food marketing, food availability, and food policy (Block et al., 2011). Exploring attitudes and beliefs through this framework facilitates, for the first time, a holistic and integrative understanding of the individual and societal processes that influence perceptions of the natural label. We find consumers have a positive, complex, and culturally embedded association with the natural label that extends beyond both prior research as well as current regulatory definitions. Using the food well-being framework as a guide, we identify knowledge gaps and opportunities where consumer beliefs can be leveraged to benefit consumers in making healthier choices for themselves and their families.

Key Contributions

With escalating litigation and consumer demands for change, the abundant use of the label natural on food and beverages is of significant public interest. The outcome of our exploration is a set of recommendations for policy makers, food manufacturers, retailers, and consumers. These recommendations seek to enhance well-being by embracing perceptions of natural, rather than censoring them. This holistic approach shifts the dialogue away from regulations that restrict and minimize the role of the consumer towards policies and programs that empower consumers to form and maintain healthy consumption behaviors.

References are available on request.

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Forces for Change in Consumer Access: A Retrospective Analysis of the Hollister Case

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Keywords: *disabilities, ADA, discrimination, Hollister Stores, consumer exclusion*

EXTENDED ABSTRACT

Research Question

This paper examines the effectiveness of the Americans with Disabilities Act (ADA) by applying critical spatial theory (Saatcioglu and Ozanne 2013) to an assessment of the legal actions concerning the specific example of Hollister's signature "porch" entrance design.

Method and Data

A tripartite conceptualization of space, known as critical spatial theory, will be utilized to examine occasions of inclusion and exclusion by providing deep insights into the design of and experience of using a specific space (Saatcioglu and Ozanne 2013). The data used include a sample of legal briefs regarding the Hollister case's progression through the courts, plus a sample of store observations. To supplement the judicial data, observations during the same time period were also taken by trained student observers who visited a sample of Hollister stores in the Philadelphia metropolitan area.

Summary of Findings

If the law had been successful, a gradual reduction in legal cases and the establishment of well-codified precedent would be anticipated. However, the analysis indicates a continuous series of lawsuits, appeals, opinions, and rulings characterized by debate about an important point: whether or not the "built environment" actually provides equal access to persons with disabilities.

In May 2013, a Denver-based federal judge ruled that the entrances to hundreds of Hollister stores nationwide violated ADA because the steps on the "porch" entrance were not accessible to customers using wheelchairs. This ruling followed a several-year legal battle stemming from complaints originally filed against two stores in Colorado, culminating in a class-action suit targeting 248 Hollister Stores around the country. Interestingly, the judgment was reversed in fall 2014, raising concerns with consistency in application and interpretation of the ADA in various locations and levels of the legal system. The continuous nature of debate regarding the ADA creates a compelling case for the continuous and regular assessment of public policy law.

Key Contributions

Past efforts to assess the effectiveness of the ADA have focused on the perceptions, actions, satisfactions, and dissatisfactions of actual consumers. In the present example, a significant opportunity for focused academic research is found in examining the discriminatory experience that can be caused by alternative retail entrance designs and varied judicial interpretations of its accessibility. In particular, the retailer may have a very specific image intent that can lead to ambiguous interpretations of accessibility. Important questions would include determining whether the only function of a door to enter a store or whether doors and entrances can be a significant part of image creation.

References are available on request.

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After the Dot: Marketing Policy Issues with the New Generic Top-Level Domain Names Program

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ABSTRACT

To address a perceived shortage of "-.com" domain names, ICANN established a program authorizing selected applicants to operate registries for domain names ending in any term they select such as "-.brand," or "-.product." This paper analyzes the first round of applications to develop applicant strategies and policy issues.

Keywords: *domain names, trademarks, brand strategy, marketing public policy issues*

Introduction

With the development of online marketing, domain names often function as brand identifiers currently in a format such as "brandname.com." Because of a perceived shortage of "-.com" addresses, the Internet Corporation for Assigned Names and Numbers (ICANN) recently decided to expand the number of available domain names through its new generic top-level domain name (gTLD) program. Under this new program, applicants may seek to operate a domain name registry for an address ending in virtually any word or set of letters including brand names like "-.ford" or generic/descriptive words such as "-.car." This paper identifies four strategies followed by brand marketers. It then discusses three broad public policy issues and concludes with policy recommendations for this program.

The New Top Level Domain Registry Program

To expand competition and choice beyond the existing twenty-two Top Level Domains such as "-.com" and "-.net," ICAAN has proposed allowing applicants to create and operate their own particular gTLD registries. This creates the possibility for a marketer to gain control over all domain names that end with the "-.product," "-.description," or "-.brand" of its choosing. Such options may be particularly attractive to firms that do not currently control their "brand.com" domain name. Firms might connect a variety of domain addresses to one primary website or they may design a variety of websites to appeal to different market segments. Initial fees for operating a new gTLD registry are expected to be $185,000 with continuing annual fees of at least $25,000. Preliminary studies suggest that Internet users find these new domain name forms are more noticeable in ads, more memorable and more convenient (Birkner 2012). Whether this will be true in practice after the novelty wears off remains to be seen.

ICANN's received 1930 applications for this new program—almost twice what experts predicted. These applications covered just over 1,400 proposed gTLDs because 230 of the proposed gTLDs had multiple applicants (Birkner 2012). As of March 2015, over 500 strings have been assigned to registries (http://newgtlds.icann.org/en). Some estimate that about 500 of the original applications were for brand names (Calvaruso et al. 2012). A precise count is not possible because some countries protect unregistered trademarks and some words such as "apple" could be an arbitrary trademark or a generic word depending on usage.

ICAAN appears to be sensitive to brand marketer concerns with trademark protection and established a multi-level system to protect trademark rights. First, trademark owners could file a Legal Rights Objection to a proposed gTLD registry for taking unfair advantage of or creating a likelihood of confusion with their trademark. Only four such objections were upheld for these initial applications (WIPO Arbitration and Mediation Center 2013). Second, ICANN also allowed brand marketers to register their trademarks with its Trademark Clearinghouse for about $150 per year per mark and

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then receive at least 30 days' notice before any new gTLD registrar is open to the public in order to apply to register their trademark(s) with that new registry. In addition, Clearinghouse registrants receive notice during the first sixty days that a new gTLD register is open if anyone tries to register the Clearinghouse-registered trademark. In the first year of the Clearinghouse, over 28,000 trademarks were registered for over 10,000 brands, and more than 500,000 notices were sent to Clearinghouse registrants (Trademark Clearinghouse 2014). These courtesies only applied to applications for the exact trademark word, not misspellings. Lastly, marketers could use one or two post registration programs to challenge a registered domain name. After six months of operation, the Uniform Rapid Suspension System (for $300–$500) considered 80 challenges and suspended the domain names in 72 of them within a few weeks (INTA Internet Committee—Domain Disputes Subcommittee 2014). Challengers also may use ICANN's current Uniform Domain Name Dispute Resolution Policy ($1,500–$2,000). Historically these challenges have been successful about 80% of the time and the remedy is the award of registration rights to the challenger rather than mere suspension.

gTLD Strategies

While many brand marketers adopted defensive strategies for the new gTLD system using the protections discussed above, others applied to be a register for one or more particular gTLDs. Careful review of the registry applications under the new gTLD program suggests four possible strategies that are discussed in turn below.

The Wait and See Strategy

Perhaps the protections provided to trademark owners discussed previously eased concerns of brand marketers because a surprising number of famous brands did not apply for their corresponding "-.brand" registries or any gTLDs. For example, two of the most famous Internet brands Facebook and Twitter chose not to apply for their brand registries (Hennessy et al. 2012). Other nonparticipants included nearly half of Interbrand's "Best Global Brands 2011," such as Coca-Cola, Pepsi, Sprite, Budweiser, Heineken, Smirnoff, Jack Daniels, Johnny Walker, Starbucks, Nescafé, Nestlé, Kelloggs, KFC, Pizza Hut, GE, HP, Disney (including Marvel, now owned by Disney), MTV, Mercedes-Benz, Harley-Davidson, Caterpillar, John Deere, Gillette, Louis Vuitton, Burberry, Armani, IKEA, eBay, Nintendo, Blackberry, Adobe, Colgate, Kleenex, and Nivea (Interbrand 2011). Furthermore, many of the most valuable licensing brands also followed this strategy, including Marlboro, Vodaphone, Verizon, Wells Fargo, Tesco, Exxon Mobil (although three firms applied for "-.mobile"), Subway, MasterCard, Redbull, and Pampers. Just over half of the top 20 retail brands and only McDonalds in the top ten fast-food brands participated in the gTLD application process, and only Major League Baseball participated from the various sports top licensors (LICENSE! 2011).

These "wait and see" firms are questioning whether the benefits or the new program are worth the cost, particularly if they current control the "theirbrand.com" domain name. These firms can judge the experiences of other firms with the new system and can later register under one or more generic or descriptive registries. Furthermore, ICANN intends to re-open the gTLD program for new applications and "Wait and See" firms may decide to apply for a registry then.

The Brand Strategy

The brand strategy is simply applying for a registry for the primary brand trademark(s). Apple, Canon, Capital One, Chanel, Coach, Dell, Delmonte, Delta (airlines), DuPont, Emerson, Esurance, FedEx, Fujitsu, Gallup, Gucci, HBO, Honda, Honeywell, Hyatt, Hyundai, IBM, JCP, Kiddi, Konami, Kone, Land Rover, LEGO, Marriot, Mattel, McKinsey, MetLife, NEC, Netflix, Nike, Nikon, Nokia, Panasonic, Patagonia, Pfizer, Pioneer, Praxi, QVC, Ricoh, Samsung, Sharp, Staples, State Farm, TDK, Tiffany, Toshiba, Trans Union, Virgin, Visa, and Volvo all decided to follow this strategy. A few brands are facing conflicts: Guardian News and Guardian Life both want "-.guardian;" and Monster Worldwide and Monster Inc. both are seeking "-.monster." Nonprofits also followed this strategy (e.g., "-.aarp," "-.livestrong," "-.mit," and "-.gop").

Firms with more than one famous brand applied for multiple registries such as Citigroup applying for "-.citi" and "-.bankamex." Some firms applied for brand name and slogan gTLDs such as "-.allstate," "-.gallo," "-.scjohnson," "-.nationwide," "-.travelers," and "-.travelersinsurance," along with "-.goodhands," "-.barefoot," "-.afamilycompany," "-.rightathome," "-.onyourside," and "-.redumbrella."

Interestingly, the applications reveal very few instances of possible brand cybersquatting. Applicants must provide detailed information to demonstrate they can afford and are able to run a registry and they have to indicate if they have ever lost a cybersquatting dispute. If two or more applicants are deemed legitimate, procedures encourage resolution by the applicants themselves. Ultimately, an auction among conflicting applicants is possible.

Generic/Descriptive Words Strategies

When the new gTLD program was first announced, critics expressed concerns about brand cybersquatting, but little was said about applications for generic or descriptive words. This strategy turned out to be the most popular with about

1,300 applications—perhaps because it extends exclusive name rights beyond those granted by trademark law. Generic and descriptive words by definition may not identify a particular product source (brand) and therefore are ineligible for trademark protection. Marketers that were shut out of a desired generic "-.com" name (e.g., "hotel.com") may now be able to set up websites using generic or descriptive gTLDs (e.g., "-.hotel'). Other marketers may want control over important generic terms such as the 13 applicants for "-.app." Two cruise firms applied for "-.cruise."

Individual registrations within these new registries may provide greater opportunities for cybersquatters since they are less expensive than running a registry. Those seeking to register an exact trademark may face objection by the trademark owner, but "typosquatters" may only be caught after registration, if at all.

Hybrid Strategies

This last strategy offers the greatest potential benefit to a brand marketer that seeks control of both its brand name(s) and generic categories or descriptions of its business(es). For example, Fidelity applied for its name plus "-.ira," "-.mutualfunds," and "-.retirement"; Progressive applied for its name and "-.insurance"; and Goodyear and Bridgestone applied for their brand names and "-.tires." Some firms such as L'oreal and Microsoft emphasized brands over generic words while others such as Google and Amazon applied for more generic words than brand names. Some firms are attempting to specialize in registry operations for clients such as CSCinfo.com but could face conflicts of interest. CSCinfo.com requested "-.insurance" for its client Progressive but also represents Travelers and MetLife.

Policy Discussion

The new gTLDs program is ICANN's response to the perceived shortage of available short words and letter combinations for "-.com" domain names, but it is not clear whether the new program will fix or exacerbate the shortage. If Delta plumbing fixtures did not get control of "delta.com," how likely is it to get control of "-.delta"? Or will Delta Airlines have a superior claim due to its control of "delta.com"? Furthermore, the marketing effectiveness of the new gTLD addresses has yet to be proven. Existing brands that have control of their "brand.com" will continue relying on this likely gold standard of domain names. Domain names such as ".-brand" and other ".-word" domain names may be no more valued than "-.biz" or "-.info" today.

This new program not only creates new challenges and costs for brand marketers but may allow some to exercise substantial Internet control over generic and descriptive terms, commercial meanings for some terms and brand commentary.

Brand Costs and Control

With added expenses, brand marketers appear to have reasonably thorough protection for their trademarks as new registries come online. However, marketers may feel compelled to register in multiple new registries including registering common misspellings of their word trademarks. One obvious example is the nearly 83,000 defensive registrations for "-.xxx" (Matyszczyk 2012). The "-.xxx" registry has applied for "-.porn," "-.adult," and "-.sex." If these additional registries are granted, it is not clear whether firms have to register defensively with each new adult registries or whether a single "Sunrise B application" will block all adult registries for a ten year period (Klein et al. 2011). The same issue of feeling compelled to register to prevent third party registrations applies to new many new gTLDs. For example to prevent others from registering its brand name, would McDonalds feel compelled to register at sites such as mcdonalds.food, mcdonalds.restaurant, or mcdonalds.fastfood?

Lastly, some existing registries are providing free one year registrations for newly created gTLDs to all current domain name registrants (e.g., the current holder of "delta.com" automatically is awarded "delta.xyz" when "-.xyz" becomes available). This free registration addresses brand protection for one year likely linking to the primary brand website but is offered on an "opt out" basis making it likely many firms will continue through inertia or inadvertence and no new or useful websites will be created.

Generic Words Gone Wild?

Perhaps the biggest surprise among the initial batch of gTLD applications is the popularity of "-.generic" applications. The first question is whether having Internet names that end in strings like: app, home, inc, art, blog, book, llc, shop, design, cloud, hotel, love, ltd, mail, news, store, web, baby, corp, gmbh, law, now, online, tech, vip, buy, free, game, sale, site, style, or tickets are going to benefit web users or simply add to confusion. These new gTLDs may add to search results (without necessarily adding websites) and increase advertising (sponsored results) "clutter" on the web.

This new program will increase costs for Internet brand marketers, but will the marketing benefits exceed the costs? Conflicting registry applications ultimately may be resolved by an auction ultimately leading to higher priced registrations. A total of 230 strings, most if not all generic or descriptive, were contested by 751 applicants. Once a firm gains a monopoly over a particular suffix, it will not face price competition except possibly from somewhat substitutable terms unless those alternatives are controlled by on firm. As noted previously, Fidelity is seeking registries for "-.ira," "-.retirement," and "-.mutualfunds." For other words, there may be no lower priced substitutes. The more precise a gTLD

is for consumers, the more useful it is likely to be for marketers which may in turn lead to higher registration fees.

The most troubling issue to surface regarding hybrid strategy applicants is that some applicants, such as Amazon, intend to run a closed system so that its brand names and all generic words that it controls may only be available to itself (and perhaps its partners). Novelist and lawyer Scott Turow, president of the Authors Guild, wrote a letter to ICANN noting that he felt troubled that he might have to pay Amazon a fee to set up www.scotturow.author (Longstreth 2013). It might also be the case that Amazon might condition granting "-.author" or "-.publisher" domain name addresses by requiring links to its website and banning links to websites for other online booksellers. Similarly, the firm operating a registry might cherry-pick the best domain names for itself (e.g., "life.insurance," "health.insurance"). Competitors may still be able to obtain their "brand.insurance" but still face a competitive disadvantage if descriptive names are taken by a rival (Berkens 2013). This issue has been at least partially addressed by new ICANN requirements that registries agree to be open, transparent, and non-discriminatory. Generic string registries may not limit registrations to a single entity and its affiliates. Exactly how these new rules will play out remains to be seen.

By awarding such generic registries to marketers of the product, ICANN is doing what trademark law has attempted to prevent for over a century: deny exclusive rights to a generic product category to a single firm in that category for fear that such a "trademark monopoly" would make it more difficult for competitors to promote their products to consumers (Folsom & Teply 1980). Trademark law does allow generic terms to be used in collective and certification trademarks, but such marks must be available to qualified organization members or firms.

Speech Implications

Another question is whether registries will ensure that their terms are used accurately in a non-misleading manner to promote competition by helping consumers seeking information. Imagine a web address ending in "-.investments" that is actually used switch consumers to life insurance—an online bait and switch. ICANN has not indicated it will police potentially deceptive use of new gTLDs nor does it require its new registries to reject deceptive uses.

Another speech issue is whether brand marketers will be able to use new registries to prevent third parties from registering domain names under trademark fair use, e.g., comparison or criticism of a brand. For example, courts have generally allowed "brandsucks" websites because they offer important public commentary and are not confused with authorized brand websites by consumers. It is not clear that the applicant (there were three) that is awarded the "-.sucks" registry will allow consumers to adopt a "brandsucks" domain name, or will allow brand marketers to preempt such addresses or both. Current marketing practice suggests that brands are co-created by marketers and consumers and criticism provides useful feedback to brand marketers (Desai 2012). Similarly, the company that operates the online game "Candy Crush Saga" tried unsuccessfully to gain control over "candycrush-cheats.com." WIPO arbitration found that providing tip sheets was a legitimate interest in the domain name, but with lots of new registries, this issue may arise more frequently and not be consistently resolved.

Finally, by making virtually any word available for use in new domain names, ICAAN risks brand meanings overpowering ordinary word meanings on the web. There is an ongoing protest over Amazon.com's proposal for a "-.amazon" registry that presumably would be used to market products and services from Amazon rather than provide information about the river and the geographic area surrounding it. The commandeering of ordinary words as arbitrary trademarks has been tolerated because the commercial use of such words traditionally has been both obvious and clearly distinct from their ordinary meanings. On the web, the meanings of an address will not be clear until it is opened, and ICANN's stated core values of promoting broad, diverse and informed participation in the Internet might be overwhelmed by commercial brand domination of web addresses containing ordinary words.

Conclusions and Recommendations

The proverbial genie is out of the bottle. ICAAN is committed both to processing the initial batch of registry applications but also to open future application periods from which it will earn substantial fees. Despite language about competition and the public interest in its core values statement, this paper demonstrates that ICANN has given those issues much less thought than brand protection issues. The analysis in this paper suggests four recommendations for the new gTLD registry program. First, to avoid registration coercion, marketers should be permitted to seek free blockage of the unauthorized use of their trademarks by third parties which lack a legitimate fair use interest in the words. Second, marketers should not be able to control commentary registrations. ICAAN should work to develop other commentary words that would be available for consumers or other disinterested parties to register. Third, ICANN should establish a forum to hear and resolve disputes regarding the deceptive use of domain names. The forum should receive competitor and consumer complaints, investigate their merit and be authorized to cancel the registration of a domain name that is being used deceptively. In the case of repeat offenders, those firms or individuals could be banned from registering

any domain names. This program can be funded by the fees ICAAN obtains from the new registry programs.

Fourth and finally, ICAAN should recognize and preserve the information value of the Internet by prohibiting brand marketers (who chose such trademarks) from controlling arbitrary trademark words such as Amazon. Brands such as Amazon.com could still be given their brand with a brand designation such as "-.amazontm" or "-.amazonbrand."

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Unilateral Pricing Policy: Evolution, Implementation, and Public Policy Implications

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Keywords: *unilateral pricing policy, historical review, antitrust, public policy, resale price maintenance*

EXTENDED ABSTRACT

Research Question

Given the recent court approval of a dramatically different approach to resale price maintenance—viz., rule of reason vs. the previous per se rule—the marketplace has seen the emergence of unilateral pricing policy (UPP), which has significant implications for manufacturers, retailers, consumers, policy makers, as well as regulatory agencies. Academic research in marketing on this topic is sparse. In particular, research focusing on the historical development of UPP, the facets of its implementation, and its public policy implications is lacking. To address this gap in the literature, this paper describes the historical and legal developments that have facilitated UPP and the antecedent conditions that resulted in the justification for the adoption of UPP, the status of UPP's current adoption and implementation, and the public policy implications of the increasing use of UPP by manufacturers.

Summary of Findings

Based on a review of the literature, relevant court cases, and pricing practices by manufacturer, we summarize the historical evolution of UPP, provide a description of the current facets of its implementation, provide managerial guidelines to manufacturers in the adoption of UPP, and delineate the public policy implications of the increasing prevalence of UPP.

Key Contributions

First, our work is the first to systematically examine the recent emergence of UPP and its public policy implications. Although the business press is increasingly discussing anecdotes regarding the emergence of UPP and examples of its implementation, our research provides a comprehensive approach to examine the antecedents, implementation, and policy consequences of UPP. Second, by discussing the conditions under which UPP may or may not be a viable strategy for firms, we link the conceptual examination of UPP to its managerial application. Understanding the legal nuances of UPP in the context of antitrust and customer welfare is important for firms to consider prior to the implementation of UPP and our paper offers guidelines for managerial decision making. Third, our examination enables the identification of future research opportunities that are needed in this emerging domain. Although both optimal pricing decisions under independent pricing policy (IPP) and their public policy implications have been investigated before, systematic examination of decision making under UPP or its public policy implications is limited. Thus, our paper attempts to make a unique contribution to the literature by focusing on the evolution and policy implications of UPP in a systematic and comprehensive manner.

References are available on request.

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Comparative Advertising and Initial Interest Confusion: Not All Comparison Ads Are Created Equal

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Keywords: *comparative advertising, competition, trademark, consumer confusion*

EXTENDED ABSTRACT

Research Question

In the United States, the Federal Trade Commission (FTC) defines comparative advertising as "advertisement that compares alternative brands on objectively measurable attributes or price, and identifies the alternative brand by name, illustration or other distinctive information" (FTC 1979). The FTC supports comparative advertising based on the belief that this type of advertising could benefit consumers to make more informed choices, provided that the comparisons are "clearly identified, truthful, and non-deceptive" (FTC 1979). Although comparative advertising is encouraged by some government agencies, other agencies caution that comparative ads could be easily abused. The National Advertising Division (NAD) of the Council of Better Business Bureaus, the premier advertising self-regulatory body in the United States, has stated, "Claims that expressly or implicitly disparage a competing product should be held to the highest level of scrutiny in order to ensure that they are truthful, accurate, and narrowly drawn" (NAD/CARU Case Reports December 2002; NAD/CARU Case Reports June 2002). While issues of accuracy and scope are important, we question whether comparative advertising leads to consumer confusion.

Method and Data

To test this hypothesis, a recent advertisement was reviewed based on its relevance to the ordering of the comparative and sponsor brands. This ad had been the subject of a lawsuit and seemed applicable to the execution tactics described above (e.g., Law360, New York, December 06, 2010). The design of this research followed generally accepted principles for the design of trademark confusion studies (e.g., Diamond 2000; McCarthy 2006). Our test results are based on completed interviews with 1,565 respondents who met the screening criteria. These 1,565 respondents were randomly assigned to one of six conditions described below. The six test conditions follow. In the study, two videos were used for the test stimuli. Test #1 used a video of the beginning of the actual Curves ad through the voice over comment, "That's great and maybe you're considering going to Weight Watchers?" Test #2 used the same video, but stopped after the voice over comment, "That's great." The possible existence of confusion caused by elements of the test that do not relate to the test factors or demand effects may threaten the validity of the confusion estimate found in the test conditions. As a consequence, most confusion studies also measure confusion in a control group to assess the level of confusion due to background noise. In general, the control group stimulus should be designed such that the control stimulus "... shares as many characteristics with the experimental stimulus as possible, with the key exception of the characteristic whose influence is being assessed" (Diamond 2000). Four videos which varied the comparative brands' signage (a third brand's sign or no brand signage) and reference in the voiceover (mention of the third brand or no brand mention) were created for this purpose.

To estimate the levels of initial interest confusion in the test condition the following protocol was used. As explained

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above, respondents were asked to look at the test stimuli and then asked: "What company is this an ad for?" A respondent was counted as confused if she identified the video used in Test #1 or Test #2 as being a commercial for the comparative brand. A respondent was counted as confused if she identified the video used in the two appropriate control conditions as being a commercial for anyone other than the third brand. For the other two control conditions, a respondent was counted as confused if she identified the video used in non-branded ads as being a commercial for the original comparative brand.

Key Contributions

While comparative ads have the potential to provide important information to consumers, they also have the potential to deceive consumers. Specifically, we provide a test of a comparative ad that introduces the comparison brand before the ad's sponsor. Initial interest confusion arises if consumers watch the ad thinking it will be for the comparative brand, even if they later realize that this was an erroneous conclusion by the end of the ad. If this is the case, then the brand equity of the comparison brand is being leveraged in a deceptive manner to dupe the consumer into watching the sponsor's commercial. While this study uses only a single exemplar to test this notion (one that was the focus of much news coverage), the magnitude of the results are impressive. Based on our findings, we suggest that comparative ads cannot be summarily dismissed from trademark litigation. Instead, we suggest that execution factors, such as the order of the brands' appearance in a comparative ad be considered before making broad decisions about this type of advertising tactic. In addition to testing other instantiations of ordering, we believe it would be fruitful to explore additional execution factors that could lead to trademark litigation. These might include the "valenced" nature of the comparison, i.e., whether the comparison is positive (i.e., "buy our brand because it is better than theirs") or smearing (negative, i.e., "buy our brand because their brand is bad"; cf. Goodstein et al. 2005; MillwardBrown 2009).

Summary of Findings

Between 83.3% and 92% of the respondents were confused given our two test procedures. The four control conditions revealed that 18.9%, 7.3%, 18.9%, and 3.4% of respondents were confused as to elements that are not at issue in this case, respectively. The net confusion rate is typically calculated by subtracting the confusion rate found in the control condition from the gross confusion rate found in the test condition. Test #1 yields net initial confusion rates of 64.4% and 76.0% for the second test condition, when paired with the relevant control conditions. Test #2 yields similar high net confusion rates of 73.1% and 88.6%, when paired with its relevant control conditions. Clearly the comparative execution employed in this study resulted in significant levels of consumer confusion.

References are available on request.

The Infusion of Responsibility: Motivating People to Stop Using Disposable Water Bottles

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Keywords: *recycling, climate change, water bottles, persuasive communication, individual vs. collective responsibility*

EXTENDED ABSTRACT

Research Question

When you present information about the consumption of bottled water in the United States, people become incredulous. Americans throw away about 1,500 water bottles every second (Schreiver 2013). Each year, the number of disposable water bottles would circle the earth 190 times if lined up end to end (Speer 2012). This paper describes alternative versions of a persuasive communication to make people reconsider their use of disposable water bottles. These communications are based on the vivid and surprising fact that the manufacture of a disposable water bottle is equivalent to filling the bottle one-quarter full of petroleum. The research question is whether a communication with an individual orientation ("Every single disposable water bottle you use matters!") or a collective orientation ("When we decide not to buy disposable water bottles it makes a difference!") is more effective in increasing positive cognitive responses, perceived efficacy, and intention to refrain from using water bottles.

Method and Data

The data were collected online using Qualtrics and Amazon Mechanical Turk. Participants were randomly assigned to one of two experimental conditions: the individual message condition or the collective message condition. Participants were shown a persuasive message corresponding to their experimental condition.

In the "individual message" condition, participants were told:

> Every single disposable water bottle you use matters! Imagine a disposable water bottle 1/4 full of oil. It takes that much oil to produce and transport every single disposable water bottle you use! Every time you decide not to buy a disposable bottle it makes a difference!

In the "collective message" condition, participants were told:

> Taken together, the effects of disposable water bottles really matter! Imagine the pile of disposable water bottles 1/4 full of oil. It takes that much oil to produce and transport the disposable bottles we use! When we decide not to buy disposable water bottles it makes a difference!

On the next screen, participants were asked what they thought when they read the message. Lines for cognitive responses (thought listing) were provided. After writing their thoughts, participants were exposed again to the message in their experimental condition. Next questions assessed self-efficacy, response efficacy, controllability and behavioral intention.

Summary of Findings

There were 110 positive open-ended comments and 14 negative comments in the collective message condition. In the individual message condition, there were 59 positive comments and 25 negative comments. The difference in proportions is statistically significant ($\chi^2(1) = 5.96, p < .02$). When the collective message was presented, participants gave 63 support arguments and only one counter argument. In the individual message condition, there were 22 support arguments and three counter arguments ($\chi^2(1) = 4.97, p < .03$).

In the individual message condition, 2 (5.4%) described collective responsibility for the water bottle problem. Eleven

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(23.9%) of the participants in the cumulative message condition discussed collective responsibility ("We had better do something about this.") This difference was statistically significant ($\chi^2(1) = 5.32, p < .03$).

The responses to the response efficacy questions were greater in the collective message condition ($F(3,79) = 6.43$, $p < .001$, $\eta^2 = .20$). The mean response to "I intend to do this" was significantly higher in the collective message condition (M = 4.1) than it was in the individual message condition (M = 3.6, $F(1, 81) = 5.43$, $p < .03$, $\eta^2 = .063$). Similarly, the mean response for "I feel motivated to do this" was significantly higher in the collective message condition (M = 4.2) than it was in the individual message condition (M = 3.6, $F(1,81) = 4.20$, $p < .05$, $\eta^2 = .049$).

Key Contributions

Perceived collective efficacy is a major determinant of action. The experimental results lead us to expand the theory by demonstrating that a message depicting collective efficacy ("When we decide not to buy disposable water bottles it makes a difference!") is more powerful than a message depicting an individual's efficacy ("Every time you decide not to buy a disposable bottle it makes a difference!"). This was true even though the respondents were clearly not part of a group—they were answering questions individually on a computerized survey.

The analysis of open-ended comments indicated that people were much more positive toward collective messages then to messages targeted toward individuals. For instance, there were substantially more support arguments in the collective message condition. There were also more statements asserting collective responsibility for the environmental problem in the collective message condition.

The closed-ended questions indicated that response efficacy and behavioral intention were significantly higher in the collective message condition. While "diffusion of responsibility" (Latane and Darley 1970) can limit bystander intervention, the research described above suggests that cueing people to the presence of a collective problem rather than an individual problem leads to the "infusion of responsibility."

References are available on request.

The Influence of Identity on Consumer Recycling Behavior

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Matthew D. Meng, Boston University

Keywords: *recycling, self-identity, sustainability, value, public policy, possession-self link*

EXTENDED ABSTRACT

Research Questions

What makes a recyclable item more likely to be recycled or simply treated as trash? Why might two functionally similar products be treated differently during disposal?

Method and Data

We utilized online-based experiments using Mechanical Turk workers to examine recycling intentions as well as laboratory-based experiments using student participants to examine actual recycling behavior. Standard statistical methods were employed to analyze the data, including ANOVA and logistic regressions.

Key Contributions

Our research is the first to examine the impact of identity on subsequent recycling behavior. Across a series of studies we show that when an item reflects an individual's identity there is an increased likelihood it will be recycled during the disposal process. This is because consumers view trashing an identity-linked product as a self-threat; a situation consumers are motivated to avoid. Recognizing how individuals treat functionally similar items differently when disposing of them can allow us to inform public policy and educate consumers more effectively about recycling.

Summary of Findings

People buy products consistent with their identity, but what effect does identity have on subsequent recycling behavior when disposing of these products? Across several studies we provide evidence showing that a consumer's identification with an item can directly influence their recycling behavior. In study 1a, we show that undergraduates are more likely to recycle a paper logo that depicted their own university compared to a paper logo that depicted an unknown university. In study 1b, U.S.-born participants were found to recycle the U.S. flag more than the Eritrean flag. In study 2, U.S.-born participants were more likely to recycle a cup with a U.S. flag on it compared to a blank cup or a cup with the UK flag on it (even though participants were highly familiar with the flag). We found no difference in guilt in trashing or pleasure in recycling the cups, ruling out these alternative explanations. In study 3, we show that U.S.-born participants reported lower state collective self-esteem when they imagined trashing a plastic cup with the U.S. flag on it, compared to when they imagined recycling it. In study 4, participants recycled paper with their names written on it more so than paper with someone else's name written on it. This study provides initial evidence that the influence of the identity link is not restricted to social identity. Study 5 explores self-identity further to find that participants recycled paper cups with their name written correctly compared to cups with their name written incorrectly or no name written on it. In study 6, we show that participants recycled a piece of paper more when they signed their name with their dominant hand compared to when they signed their name with their non-dominant hand. Our results show that participants high in self-esteem were more (less) likely to recycle a piece of paper with their dominant (non-dominant) hand written signatures on it. Our final study shows that participants who more strongly identified with Coca-Cola were more likely to recycle a can of Coke compared to a can of Pepsi. However, for those low in self-brand connection to Coke, they were more likely to recycle the Pepsi can.

References are available on request.

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What's Old Is Made New Again: The Co-Creation of Agency in Consumer Repurposing

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Keywords: *repurposing, co-creation, agency, actor-network theory*

EXTENDED ABSTRACT

Research Question

A new consumption market appears to be emerging in the U.S., one that is generally labeled repurposing or upcycling. The emergence of this market for repurposed goods could benefit the environment even more than other pro-environmental behaviors, such as recycling or purchasing new "green" products. The emergence of a new market that could potentially increase sustainability among consumers is important for policy makers and society. Despite the potential importance of repurposing, very little research has investigated this facet of consumer behavior. The current research attempts to fill this gap by investigating consumer repurposing at the individual level and exploring how this behavior is being established in the marketplace. Specifically, this research aims to answer four questions: 1) Is there an emerging repurposing movement? 2) What makes repurposing different from other types of consumption? 3) What are the external influences on repurposers? 4) What are the internal motivations to repurpose products? To investigate these research questions, actor-network theory (ANT) is used as the theoretical lens. ANT attempts to explain how stable networks of associations among human actors and material objects are formed and maintained, and how these networks in turn influence behavior (Latour 2005).

Method and Data

To answer the first research question a content analysis was conducted. Three newspapers were chosen: *USA Today*, *The New York Times*, and *The Wall Street Journal*. Newspapers were chosen because of their ability to provide a shared social meaning of a consumption practice (Humphreys 2010). A time span of 35 years (1979–2013) was used and divided up into shorter time spans for analysis (1979–1998, 1989–1998, 1999–2008, and 2009–2013). The term repurpose, along with its variations (e.g. repurposed), was searched for in the abstract of the article. Articles were selected if they dealt with the topic of repurposing a product.

To answer the remaining three research questions, in-depth interviews were conducted with consumers. To find consumers that repurpose products themselves or purchase repurposed products, the authors began by interviewing known acquaintances who engaged in the focal behavior. Additional informants were suggested by these initial informants. Because little is known about the topic, semi-structured interviews were conducted. Interviews lasted anywhere between 30 minutes to an hour and took place either in-person or over the phone depending on location and respondent preference. A total of eight interviews were conducted with consumers who purchased or made a variety of repurposed products.

Summary of Findings

Results from the content analysis indicate a growing interest in the repurposing market. The increasing incidence of the term demonstrates the emergence of cultural-cognitive legitimacy (Navis and Glynn 2010) for the concept.

Results from the interviews provided answers to the remaining research questions. First, repurposing is distinguished from many other consumption behaviors by a co-creation of agency, in which the agency of the original item

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and the agency of the consumer are synthesized during the repurposing process. The objects and materials that were the starting point for our informants' repurposing projects were not simply inert raw materials, but instead they exerted their own influence by inspiring and guiding the repurposing process.

Second, the external influences on individual consumers included peers and consumers already engaged in a repurposing community. The human and material actors in our study are enmeshed in heterogeneous networks that hold together, expand or contract via processes of translation, in which various agencies are performed and contested, resulting in the formation and dissolution of network ties.

Lastly, informants reported motivations of fun, creativity, and self-expression for engaging in repurposing rather than environmental motivations, even though repurposing is generally regarded as an environmentally sustainable activity (Braungart et al. 2007).

Key Contributions

There appears to be growing interest in the repurposing market. Using actor-network theory as a theoretical lens illustrates how agency is co-created in the repurposing process and how respondents were able to join repurposing networks that helped with the process of repurposing products. In addition, we find that repurposing may contribute to consumer well-being by offering greater experiential value than new items, either by serving as an outlet for creativity and innovativeness or by serving as a symbol of a fondly-remembered time or loved one. Future research could more closely examine the repurposing process and its benefits to consumers and society.

The network formation we observed was fragile and contested, and for the emerging repurposing market, regulation is a legitimating factor. However, currently there is no regulation or legislation specific to the repurposing industry. Given the environmental advantages of repurposing as well as the potential for enhanced consumer enjoyment and well-being, it would seem that a normative case exists for policy aimed at legitimating the repurposing industry. By establishing standards to reduce confusion and uncertainty and offering incentives to market participants, policy makers could accelerate the development of repurposing markets and thereby positively impact environmental sustainability and consumer well-being.

References are available on request.

Do Response Time Measures of Gambling-Related Cognitions Predict Gambling Behavior? An Implicit Measure of Reward and Relief Gambling Outcome Expectancies

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Keywords: *addictive consumption, gambling, response time, outcome expectancies*

EXTENDED ABSTRACT

Research Question

Response time measures of cognition have been found useful in the investigation of addictive consumption behaviors that are hard to resist. We applied the response time (RT) approach to assess reward versus relief gambling outcome expectancies, which refer to the extent to which individuals expect engaging in gambling will bring about excitement versus relaxation. We investigated the possibility that RT measures of reward and relief gambling outcome expectancies predict time and money spent on gambling. Specifically, it was hypothesized that RT-based reward gambling expectancies would predict gambling behavior for individuals whose primary motive of gambling is to enhancement positive affect. Furthermore, it was hypothesized and that RT-based relief gambling expectancies would be predict gambling behavior well for individuals whose primary motive of gambling is to escape negative affect.

Method and Data

Fifty regular adult gamblers participated in a controlled lab experiment. To be eligible to participate, individuals had to have gambled at a casino or online at least three times over the past two months. As RT measures require extremely rapid responses to English words, only individuals whose native language was English were eligible to participate.

Upon arrival at the laboratory, participants provided informed consent and completed the Gambling Timeline Followback questionnaire (Weinstock, Whelan, and Meyers 2004), which assessed time and money spent on gambling for the past 2 months. Participants then engaged in the reward and relaxation outcome expectancy RT task, which was adapted from the classic affective priming task (Fazio et al. 1995). Upon completion of this task, participants completed a series of self-report scales, including Stewart and Wall's (2005) self-report measure of gambling outcome expectancies and Stewart and Zack's (2008) Gambling Motive Questionnaire. Participants were then debriefed and compensated $30 for their time and effort.

Key Contributions

The findings from the current study indicate that the response time approach can be successfully used to index the strength of the extent to which the target addictive behavior activates reward and relief outcome expectancies. Having the advantage of not relying on intentional access to long-term memory related to gambling, which is known to

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be prone to systematic and non-systematic biases (Stacy and Wiers 2010), RT measures of outcome expectancies can be applied to other domains of addictive consumption, such as compulsive buying, internet gaming, or high caloric food.

Summary of Findings

It was found that RT-based reward gambling outcome expectancies was a significant predictor of time and money spent on gambling, and the predictive power was greater for people with strong versus weak motive of seeking excitement. However, RT-based relief motive expectancies were not a significant predictor of gambling behavior, and the effect was not moderated by the strength of motive of reducing negative affect.

References are available on request.

Evidence of Behavioral Addictions in Gaming Communities

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Keywords: *behavioral addiction, technology addiction, salivary alpha amylase (sAA), netnography*

EXTENDED ABSTRACT

Research Question

Research on addiction usually makes a distinction between drug addictions and so called "natural addictions," or behavioral addictions, such as obesity, compulsive gambling, and video gaming. Can playing video games or gaming cause harm? Potential research areas related to public policy issues associated with the dark side of gaming have failed to prove gaming harm. A behavioral addiction is defined as "an impulse-control disorder that does not involve an intoxicant" (Young 1998). Behavioral addiction literature suggests several forms of harm to the individual gamer in terms of harm to self and others that warrant further investigation of the dark side of gaming within the behavioral addiction context.

Method and Data

In study 1, we wish to determine if gamers would show a natural or chemical reward for gaming in their saliva by having high levels of alpha amylase in their saliva during game play. Levels of salivary alpha amylase (sAA) have been shown in other studies to be highly correlated with cortisol and dopamine production causing a natural reward. Study 2 uses a netnographic approach (Kozinets 2006), to examine a popular blog set up for current and former gamers of the World of Warcraft (WoW). This blog contains more than 2,000 anonymous entries posted over a four-year period. WoW was the chosen for our research because it is estimated that as many as 40% of WOW players are addicted (Ahn 2007).

Summary of Findings

Study 1 demonstrates that salivary alpha amylase (sAA) increased and then dissipated over time when gamers were playing their games. Gaming did produce a natural elevated level of sAA, which would create a natural reward for engaging in gaming behavior through the release of chemicals in the brain such as cortisol and dopamine. Study 2 investigates the reasons why some games like massively multi-player online role playing games (MMORPGs) immerse the gamers into these gaming experiences.

Key Contributions

Behavioral addictions are increasingly becoming a problem, as consumers learn to engage in new behaviors with their technological devices and find less time to unplug from their devices. These new behaviors are rewarded incrementally both through natural release chemicals, as shown in study 1, and through highly hedonic experiences that can lead to behavioral addiction resulting in harm to self and others, as shown in study 2. Such patterns are unlikely to be corrected by education alone (Wilson and Linz 1990).

References are available on request.

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Not Just a Pretty Face! The Impact of Model Facial Expression and BMI on the Effectiveness of Health Advertising

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Keywords: *facial expressions, BMI, health advertising*

EXTENDED ABSTRACT

Research Question

The primary aim of this research is to identify the optimal portrayal of models in health advertising in order to enhance health advertising effectiveness. This paper investigates the impact of (a) model facial expression (serious, fake smile, Duchenne smile) and (b) model BMI on consumer attention and health goals.

Method and Data

The studies in this paper measure attentional gaze to visual stimuli using eye-tracking equipment and software.

Key Contributions

The results provide a tale of caution for advertisers who employ distressing and graphic images when warning against the consequences of obesity. Not only can distressing imagery lead to attentional avoidance, as shown in research related to anti-alcohol campaigns (Brown and Richardson 2012), but it can fail to garner the positive consumer emotions spurred by smiling models which are in turn attributed to positive behavior intent (Ekman, Davidson, and Friesen 1990). While intent to diet is not affected by the model BMI, evidence from the second study overwhelmingly supports the role of model BMI in capturing visual attention to the advertisement. Higher model BMI is more effective in gaining visual attention when combined with a serious or Duchenne smiling model, and is found to be most effective when the target audience is overweight. This is consistent with social comparison theory, explaining how individuals compare themselves with models that are similar to them and avoid comparisons with heavier or thinner models as a means of self-enhancement (Festinger 1954). Given that public campaigns are attempting to change behaviors and reverse obesity levels, higher BMI individuals are likely to be an important target audience.

Summary of Findings

This study investigates the presentation of models in health advertisements in order to trigger consumer health goals and heighten visual attention to the advertisement. Two eye-tracking experiments are carried out to determine the impact of: (1) model's serious expression versus fake smile versus Duchenne smile and (2) low versus high model BMI on consumer's attention to visual and verbal ad elements and their intent to diet. We combine self-reported intention responses, objective attention measured with eye-tracking and actual consumption of food snacks to generate insights. Recommendations are developed to guide the design of effective health advertisements.

References are available on request.

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Product Evaluation as a Self-Protecting Consumption Mechanism of Stigmatized Overweight/Obese Consumers

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Keywords: *overweight/obesity, consumption as coping, self-worth, self-affirmation*

EXTENDED ABSTRACT

Research Question

How do overweight/obese consumers deal with the psychological consequences of obesity and stigma-induced self-threat? Can non-threat-induced food product evaluation be a part of self-protective coping strategies of overweight/obese consumers?

Method and Data

This paper used two experimental studies in the lab with both actual consumers and undergrads.

Key Contributions

The contribution of this paper is twofold. First, given that so little is known about the consumption nature of overweight consumers, the fastest-growing consumer segment in the United States and around the world, there is a clear need for further research to examine the means of self-protecting coping strategies associated with healthier psychological well-being of overweight people (Puhl and Brownell 2006). To the best of our knowledge, this research is the first empirical demonstration of a self-protective coping mechanism that overweight consumers exhibit via favorable evaluation of a variety of non-threat induced (vs. threat induced) products. Second, our research contributes to the literature streams of coping and consumption as a means of restoring self-perceptions, by studying another important, but understudied factor—self-affirmation—as an effective way to restore the self-worth of stigmatized overweight people.

Summary of Findings

We show that threat-induced food products activate self-threats to stigmatized overweight/obese individuals as a reminder of their weight stigma. Consequently, they evaluate these food products less favorably and experience reduced feelings of self-worth. In contrast, non-threat induced food products, are non-threatening to the self and thus, might help self-affirmation (i.e., reinforcing one's self-concept to buffer against self-threats) in a domain unrelated to the self-threat. Thus, overweight/obese individuals evaluate these products more favorably and experience enhanced feelings of self-worth.

Moreover we also demonstrate that inducing the self-threat for stigmatized overweight/obese consumers enhance their product evaluation for threat induced food products. However, mitigating the threat by asking stigmatized overweight/obese consumers to self-affirm reduces the favorable evaluation towards non-threat induced products as they no longer feel the need to defend their self-worth.

References are available on request.

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Walking Through the World Differently: Multi-Racial Identity Development, Socialization and Marketplace Experience

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Keywords: *multiracial, socialization, biracial, multicultural, ethnicity*

EXTENDED ABSTRACT

Research Questions

1. What are multiracial consumers' perceptions of current marketplace practices?

2. How (if at all) do those marketing practices synergistically interact with their identity (re)development and consumer socialization processes?

3. What public policy issues emerge from the marketplace experience of multiracial consumers?

4. What public policy measures may need to be enacted to safeguard multiracial consumers and their burgeoning legitimacy as a consumer and racial category?

Method and Data

The authors employed a phenomenological approach that focuses on lived experience, as opposed to "objective" descriptions, which often denotes an attempt to describe an event detached from its contextual environment. Twenty-one mixed-race women between the ages of 19–25 years were interviewed.

Key Contributions

We broaden the scope of the multicultural marketing landscape and deepen our understanding of multiracial consumers by conceptualizing multiculturalism as a fragmented concept that can encompass distinctly different identity developments.

Summary of Findings

U.S. public policies created the historical backdrop for the multiracial experience through anit-miscegenation laws and "the one-drop rule." As such, the multiracial consumers lived experiences and socialization processes differ from others who share the same multicultural classification. The findings indicate that multiracial consumers engage with the marketplace to assuage racial discordance and legitimize the liminal space they occupy.

References are available on request.

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Consuming SNAP: The Challenge of Health and Well-Being for Food Stamp Recipients

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Keywords: *intersectional poverty, impoverished consumers, subsistence markets, ethnography, food consumption, SNAP benefits, health, well-being, nutrition, experience*

EXTENDED ABSTRACT

Research Question

What and how do SNAP recipients understand health and well-being?

Method and Data

This ethnographic investigation addresses the question of what and how do SNAP recipients understand health and well-being by combining shadow shopping with phenomenological interviewing of 10 SNAP recipients.

Key Contributions

In contrast to the conventional wisdom of modern marketing and consumer behavior, which suggests that consumer decision making is driven by the need to satisfy, the findings reported here demonstrate that SNAP recipients do not make food consumption choices based on desired satisfaction. Rather, SNAP recipients may well have an understanding of health and well-being and even an intended priority of health and nutrition in their food choices, yet circumstances do not always allow for such preferences. When the supply of food covers only half of the month, the evidence reported here of stretching, juggling, and doubling up strategies are in line with the complex micro focused strategies reported by Saatcioglu and Corus (2014) in their investigation of disadvantaged consumers within an American trailer park community. Unlike the findings of Saatcioglu and Corus (2014) however, the coping strategies reported here are highly organized. SNAP recipients proactively and carefully manage their budget and food supply. Nevertheless, health and well-being seems to only receive minimal attention. In terms of intersectional poverty therefore, a lack of financial resources initiates the food struggle and food as a basic survival requirement trumps an intended concern for health and well-being, while social networks are maintained and nurtured as a coping mechanism. More specifically, impoverished consumers forego medications and other health related consumption including healthy food.

In the SNAP context, this research reports findings that detail complex and distinct ways that impoverished consumers respond to their challenging circumstances. As Piacentini and Hamilton (2013) suggest, there is value in understanding the experience of impoverished consumers and part of that value is in the identification of public policy implications. Identifying that SNAP benefits are inadequate implies for example that investment and further support rather divestment is the justified strategy. More than that, given that SNAP recipients are deliberately juggling money, bills, and food supply, this finding indicates that offering more practical educational programs may be more beneficial to SNAP recipients.

Summary of Findings

The preliminary findings released here indicate that the primary challenge for SNAP recipients is not health and well-being but rather adequate food and nutrition. People are foregoing medication, mothers are going without food, children are not adequately fed, and nutrition is not part of the decision making process regardless of well-being principles and preferences. More than that, rhetorical conceptions of health and well-being are identified but not evident in the behavior of SNAP recipients.

References are available on request.

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The Structure and Process of Family Decision Making in Poor Households: Insights from the Bottom of the Pyramid (BoP)

Shruti Gupta, Pennsylvania State University

Keywords: *family decision making, bottom of the pyramid, subsistence marketplaces, shopping roles, marketing ethics*

EXTENDED ABSTRACT

Research Question

In this paper, we compare and contrast the nature of family decision making in poor households at the bottom of the pyramid with Western households to identify similarities and dissimilarities.

Method and Data

We used a long interview–based approach of qualitative research for this study. An interview guide was used to explore and understand the nature of family decision making at the bottom of the pyramid. During the interview, initial conversation starters were often followed with several "how" and "why" questions to probe the answers further. The in-depth investigations involved an unstructured approach of asking questions in a conversational style. These interviews lasted about 30–50 minutes and were recorded. Each participant was compensated with a monetary award of 300 rupees (approximately $5). A total of 58 individuals who earned between $2 and $4 per day participated in the study.

Key Contributions

This research has raised several interesting observations that contrast the nature of family decision making in BoP households with the research conducted in Western markets. Our research raises the need for marketers to recognize the heterogeneity of BoP households when compared with Western counterparts and the different nature of decision making and shopping roles. The findings here suggest that marketers of consumer nondurable products, mostly large multinational companies need to customize marketing strategies to acknowledge the different shopping roles performed by family members and the impact of resource constraints and abundance common to BoP households. Finally, this research makes a contribution to the call for research using the transformative consumer research (TCR) perspective. The purpose of the TCR agenda is to generate insights into poverty alleviation by understanding consumption by the poor. In the area of consumer decision making, the TCR approach advocates to help the poor become better decision makers by customizing market information to fit their cognitive and emotional abilities. We hope that the findings of this study and suggested implications for marketing practice will have help improve the well-being of the poor, reduce their vulnerability through innovative marketplace interventions, and, in turn, empower the poor consumers.

Summary of Findings

Family Composition

BoP families exhibited a structure similar to the Western markets with a husband, wife, and children. However, different from Western markets, the BoP family also included members of the extended family (e.g., brother in law, aunt, etc.) who cohabited in the same household. BoP families in our study lived together in the urban area with most members of the family gainfully employed. It was also common for two or three generations in the family to live together where the older generation, mostly women had either retired from the workforce and were full time homemakers.

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High Involvement Decision Making

Our findings show that the concept of low involvement purchase did not exist in BoP families. Each purchase decision, regardless of price or nature of product (food or personal hygiene), was very important to the buyer. Given the limited income, each interviewee stressed on the importance of making the "right" purchase decision, whether it was a staple food item, like rice and oil, or a personal hygiene product, such as bar soap or shampoo. Clearly, the concept of routine or habitual purchase behavior is nonexistent in BoP households.

Shopping Roles in BoP Households

Though some prior research suggests that in BoP households, husbands and wives are assumed to perform similar roles in purchase decisions for nondurables such as food and personal hygiene (Viswanathan et al. 2008), our study did find this to be case. Our research showed that one female member of the household, not necessarily the wife and/or employed, predominantly performed the roles of initiator, decider, and buyer (Engel et al. 1973), though all members of the household were users.

Lack of Price Sensitivity and Retail Store Loyalty

The decider in the BoP family showed an overwhelming lack of price sensitivity for most household purchases. All study informants stated that they did not engage in comparison shopping to determine the lowest price point for the product, even in the case of staple food items. Overwhelmingly, each BoP family exhibited a deep-rooted loyalty to the independent neighborhood retailer, where all study participants shopped for all nondurable products for both personal and household needs.

References are available on request.

Microfinanced, Social Network-Based Marketing Channels in BoP Markets: An Analysis of the Key Drivers of Economic Performance

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Keywords: *poverty, low-income, entrepreneurship, microfinance, subsistence marketplaces, bottom of the pyramid, commitment, social networks*

EXTENDED ABSTRACT

Research Question

What are the key drivers of the financial performance of microfinanced, socially embedded microentrepreneurs in a BoP market?

Method and Data

An enumerator-administered survey was the primary means of measurement for the relevant theoretical, demographic, and network variables, and this was used in conjunction with administrative loan data provided by the microfinance institution. We collected baseline survey data beginning in summer 2013 through a field survey conducted in rural and peri-urban coastal Kenya with a team of local enumerators, obtaining financial, psychological, and relational information from approximately 400 microfinance clients. The enumerators were fluent in both Kiswahili and English, and most of them were also fluent in local dialects such as Kigiriama. In addition, due to the high reported illiteracy levels of the subjects, the survey used measurement techniques altered for this context to best capture data and reduce bias in data recording (Gau, Jae, and Viswanathan 2012). Along with the individual-level survey data, we also collected ego networks from each of the surveyed individuals through a series of interaction prompts. Names generated through this exercise were matched with a database of MFI clients and a network adjacency matrix was generated, representing the social and economic connections of a MFI client within the MFI's client network. Network analysis was completed using the UCINET 6 and R 3.1.1 software packages.

Key Contributions

We expect this research to yield new insights related to effectively and efficiently structuring and managing microfinanced social-network based market channels in BoP settings. MFIs can potentially use our findings to demarcate the types of microentrepreneurs they bring on board and design the social networks they help those microentrepreneurs embed themselves in. Large financial organizations and philanthropic organizations can potentially use our findings to better identify effective MFIs to invest in, evaluate the MFIs currently receiving the competitive funds they award, and even design their own MFIs. Finally, from a public policy perspective, our findings can potentially help inform microfinance regulations and consumer protection laws aimed at BoP markets.

Summary of Findings

We look at the impact of entrepreneurial orientation, human capital, social commitment and organizational commitment on an individual microentrepreneur's financial success, using both OLS and social network analysis methods. This research identifies the key drivers of the financial performance of microfinanced, socially-embedded microentrepreneurs in a

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BoP market. We explore the separate impacts of the microentrepreneurs' commitment to their MFI organization and their commitments to their social network. We further investigate the interplay of the two concepts by examining how specific aspects of the microentrepreneurs' network connections with peers within the MFI's client roster interact with their commitment to the MFI and other personal and business variables to drive financial performance. We expect that this analysis will (a) help MFIs and other organizations identify and develop traits that characterize successful microentrepreneurs, (b) structure and manage the social network in a way that maximizes the likelihood of financial success, and (c) develop educational and social interventions that make the microentrepreneur client network work more effectively.

References are available on request.

Explaining the Underutilization of Inclusive Credit Programs in Subsistence Markets: The Role of Habit Under Different Regulatory Environments

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Keywords: *subsistence, habit, marketing framework, public policy, savings habit*

EXTENDED ABSTRACT

The present study combines insights from social psychology and the public policy role of marketing to explain the underutilization of formal financial services in subsistence markets, given certain market conditions. Consumers' savings habits and behavioral reasoning play a critical role in the success of national level inclusive savings mobilization and credit programs. Using behavioral reasoning theory, we collected and analyzed survey data to (1) validate the role of beliefs, values, and reasons for and against patronage in savings mobilization programs; (2) test whether command and control vs. market based economic regulations impact consumer savings behavior; and (3) examine the role of financial institution's characteristics in consumer formation of the savings habit. The results showed that under the command and control market system, reasons against savings mobilization program patronage outnumbered reasons for savings program patronage, negatively impacting the consumer savings and credit seeking habits. By contrast, in the market-based economy, the reasons for savings and credit program patronage outnumbered those against it. The market-based system (as opposed to the command and control economy) was more conductive to promoting consumers' banking habits as it fostered private firms' ability to undertake service activities beneficial to consumers.

Research Questions

In this study, we seek to account for the role of habit in the underutilization of inclusive financial services in subsistence market conditions. To do so, we apply behavioral reasoning theory and empirically test this framework in the context of Ghana's bank expansion programs. Behavioral reasoning theory allows for a systematic account of the conditions that encourage/discourage subsistence consumers use of banks. The theory argues that reasons mediate the influence of beliefs on attitudes and behavior (Westaby 2005).

Given this theoretical insight, we address the following questions of both theoretical and policy importance.

- Do subsistence consumers' patronage of formal banking services exhibit recurring behavior beyond the initial years of adoption of the bank savings habit?
- If so, what psychological and mental factors drive the formation of these banking habits given the myriad of potential reasons for and against saving with formal banks?
- How can policy makers leverage the reasons that underlie the duration of the bank savings habit to increase participation in inclusive credit programs?

Method and Data

We tested the study hypotheses using two data sets that cover two different policy intervention frameworks in Ghana's program. The first data set covers consumers who

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had used banks between 1981 and 1995, the peak of the mandatory bank use policy during the command and control economy. Our sample data consisted of 340 surveys. The second data set covered consumers who had used banks as recently as 2014, to capture consumers' most recent bank savings habits under the current market based incentive regulatory policy. We based our analysis on a U.S.A.I.D.-funded survey sample of 2023 rural consumers from all six cocoa producing regions of Ghana.

The influence of beliefs on reasons for using or not using banks was assessed using ordinary least square regression. In the first stage, belief was treated as the independent variable and was regressed against all the six reasons for and against using banks. In the second stage, all the six reasons (for and against using banks) were regressed against the duration of the banking habit (using event history analysis).

Summary of Findings/Key Contributions

Our findings indicate that all the four reasons against using banks (service accessibility, service affordability, trust, and government involvement) are significantly and positively associated with consumers' beliefs about the community benefits of formal banks, within the command and control environment. By contrast, only two reasons against using banks under the market based economy were significant: service accessibility and trust. Noticeably, service affordability is not significantly associated with beliefs in the market-based era.

Within the command and control environment, among the two reasons for using banks, (1) awareness is significant and positively associated with beliefs, but (2) relative advantage (of using banks over informal savings and loan programs) is not. However, in the market-based environment, both relative advantage and awareness are associated with beliefs, although the association with awareness is marginally statistical significant.

Study results indicate that savings mobilization programs face resistance due to consumers' negative attitudes toward formal banks. Second, our results suggest that attitudes toward bank savings positively influence the bank savings habit duration. Third, we find that while poor consumers differ in their socioeconomic profiles, these differences do not generate significant differences in the bank savings promotion, either initially or during the various stages of the program.

References are available on request.

Marketing Energy Conservation to Households: What Has Changed in 30 Years?

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Keywords: *household energy conservation, online marketing, public information campaigns, behavior change, social feedback*

EXTENDED ABSTRACT

Research Question

The aim of the study was to examine whether an online intervention would have a significant influence on household energy consumption. Key research questions we set out to address were:

- What role does social feedback play?
- How can social norms be formed?
- How can interventions provide a framework that includes consumers in the process?

Method and Data

The study described here was longitudinal in nature with an online experiment taking place over a period of approximately 11 months. A total sample of 1,514 consumers was recruited with the assistance of two commercial online panel providers. This group was then divided into two groups, an experimental group (n = 905) and a control group (n = 609). What we report here is a part of this larger study. Our focus here is on the engagement of the experimental group with the online experiment and how the level of their involvement related to a change in attitudes towards household energy conservation behavior. A high proportion (72%) of the experimental group was female, although the majority (87%) reported that they were responsible for paying the power bills. There was a high attrition rate (66%) over the life of the experiment with only 305 completing the entire process, although this is comparable with other similar studies (Abrahamse et al., 2007).

The design of the study involved two components. The first was a website specially developed to provide respondents with reliable information on energy saving, and a space for social media interaction with one another. This was based on best practice for such a site (Froehlich, 2009). All participants accessed the site using a password and posted comments under screen names. There were also regular e-newsletters sent to them to help boost engagement and also a competition towards the end to maintain interest and capture comments and feedback from less active members (Gram-Hanssen, 2011). The second component was a series of four online questionnaires containing information relating to the respondents' demographics (e.g. gender, age, household income, family structure, house design and characteristics) (Cayla, Maizi, and Marshand, 2011). It also contained items relating to the individual's sense of their knowledge about energy saving and actual behaviors associated with home energy conservation (Nye et al., 2010). Surveys were distributed prior to the commencement of the experiment, then twice after a period of around 2–3 month intervals, then a final

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questionnaire. This "prospective design" (Hagger et al., 2003) offers a better solution than cross-sectional designs (Rindfleisch et al., 2008). For the purposes of this analysis we focused only on the first and final of these surveys.

Key Contributions

This study used a large sample and a longitudinal analysis of consumer engagement with online information and social media in relation to household energy conservation. A cluster analysis identified three levels of engagement and the survey over the two time periods spanning around 10 months indicated significant self-reported increases in perceived knowledge of energy saving practices amongst both the low and medium engaged groups. The study found significant changes in energy saving behavior across all groups in areas of relevance to energy conservation. Examination of activity and comments from the website suggest that real learning took place amongst many of the participants, even those who were not already highly motivated and engaged. These findings provide support for the use of online information and social media as a tool for public information campaigns targeted at reducing energy consumption in the home.

Summary of Findings

Respondents were identified as having subgroups and a hierarchical cluster analysis was undertaken (Ward and Hook, 1963; Viswanathan et al., 2007). The point-biserial correlation, a useful way to determine the appropriate number of clusters, was computed for a range of solutions (2 to 6 groups in this case). The correlations ranged from 0.32 to 0.50, with a three cluster solution having the highest correlation. Consequently, the three groups were used in the subsequent analysis. Group 1 had 227 people (75% of the sample), group 2 had 45 people (15% of the sample) and group 3 had 31 people (10% of the sample). The first group (Group 1) was comprised of people who were found to be relatively low in terms of their engagement with the website. The third group (Group 3), by comparison, exhibited high engagement in their behavior, and the second group (Group 2) fell between these two, so was classified as medium engagement.

A key item in the questionnaire was the respondent's perception as to whether they felt that they were 'knowledgeable about energy saving practices'. Group 3 (high engagement) had the highest self-reported "knowledge" of the three groups at time period 1, although this was only significantly greater than Group 1 (low engagement) and no different to Group 2 (medium engagement). However, by time period 2, after some 6 months of the experiment, all groups had self-reported 'knowledge' scores that were higher, but only Groups 1 and 2 recorded statistically significant increases in their scores (as measured by two-tailed t-tests at .05 level), with Group 2 having similar confidence to Group 3.

Eleven items examined the respondent's energy saving behavior. These dealt with such things as 'turning off lights and appliances when not in use', and, 'wearing more or less clothing in the home rather than using heating or cooling.' All mean scores for these items improved over the two time periods. However, not all had statistically significant differences. Behaviors that were found to have changed significantly (as measured by pair-wise t-tests at .05 level) were the turning off of appliances when not in use, closing curtains or blinds, and adjusting clothing rather than using heating or cooling systems.

The level of engagement with the website for the three groups over the course of the experiment showed a general decline for all, but significantly different patterns of use with Group 1 tracking fairly consistently at a low level and declining to no engagement by the last two months. By contrast Groups 2 and 3 showed much more engagement across all time periods with Group 3 showing significantly greater engagement with the site in the first seven months, then falling to a pattern closer to that of Group 2. The high engagement group (Group 3) initially spent an average of 30 minutes on the website in the first few months, but this level of engagement reduced. Despite these patterns all three groups showed significant differences (as measured with ANOVA at the .05 level) in terms of the number of site visits and time spent on the site. Group 3 was also significantly more active in terms of posting comments to the social media page within the site, while Groups 2 and 3 were more active in terms of "likes" or "dislikes" for posted comments when compared to Group 1.

Case studies of selected "typical" members of each of the three groups were prepared. These demonstrated a pattern of behavior that indicated use of the site for learning that reflected information obtained via both the "official" material posted by the researchers, and the social interaction from the social media page. A final competition run in the last month of the experiment highlighted examples of this with participants showing examples of their change of behavior over the lifecycle of the experiment.

References are available on request.

Framing Effects for CO_2 Emissions Metrics in Car Advertisements

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Keywords: *unit effect, numerosity, framing bias, CO_2 emission metric, ecological image*

EXTENDED ABSTRACT

Research Question

Quantitative information may appear in different units (e.g., 7-year warranty = 84-month warranty). In fact, previous literature has shown that consumer suffer from framing biases in communications that involve different units, ratios, or scales. Although this prior literature is valuable and insightful, it also shows some limitations. First, there is consistent evidence that shows the direct effect of unit framing on consumer perceptions, with the underlying explanation based on numerosity (for a literature review, see Pandelaere et al. 2011). However, little is known on the boundary conditions of this unit effect and the innovative ways to reduce biases in consumer decisions. Second, most of this behavioral research does not offer clear implications for managers and public policy, with the exception of Camilleri and Larrick (2014) on fuel-efficiency information in ecological communications.

Therefore, this research seeks to investigate the impact of CO_2 emission metrics on consumer perceptions and choices. In addition, we explore the underlying mechanism as well as the boundary conditions of this unit effect. By identifying when these framing effects may be stronger or lower, we suggest implications for public policy that may help consumers make better ecological decisions.

Method and Data

Study 1. We manipulated units of measurement or metrics for CO_2 emissions in an experiment about a fictitious vehicle in a 2 (units of measurement: grams per kilometers vs. kilograms per kilometers) × 2 (choice option: low CO_2 emission level and high price vs. high CO_2 emission level and low price) mixed-choice experiment. The first variable was manipulated between subjects and the second within subjects. 125 respondents (M_{age} = 38, 56% women) participated in this online web survey.

Study 2a. We manipulated the units of measurement for CO_2 emissions in an experiment about a fictitious vehicle in three between-subjects conditions: (1) 13,500 grams per 100 kilometers, (2) 135 grams per kilometers, (3) 0.135 kilograms per kilometers. The dependent variable is ecological image, and the mediating variable is perceived weight. 190 respondents (M_{age} = 38, 57% women) participated to this online web survey.

Study 2b. We replicated the same design used in Study 2a; however, the advertisement in Study 2b included a traffic-light reference scale. In each condition, the car was said to be ranked "C" on a traffic-light reference scale ranging from A to G. 235 respondents (M_{age} = 41, 62% women) participated to this online web survey.

Results

The three studies consistently show that consumers pay more attention to foreground (e.g., g in g/km) than background (e.g., km in g/km) information and suffer from a numerosity framing bias such that they perceive bigger numbers as an expression of bigger quantities. In study 1, we find that when the CO_2 emission metric involves higher numbers (lower numbers), more consumers are willing to choose a more (less) expensive product with less (more) CO_2 emissions. Exploring the underlying mechanisms of the latter effect in

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study 2a, we find that when the CO_2 emission metric involves higher numbers, the perceived weight of CO_2 emission increases while the product's ecological image decreases. Specifically, we show that perceived weight of CO_2 emission mediates the negative impact of CO_2 emission metrics on ecological image. Moreover, we consistently find that this framing bias in ecological image is reinforced for individuals showing high numeracy abilities, who pay closer attention to numbers. Last, we show in study 2b that the framing bias in ecological image may be eliminated by simply including a traffic-light reference scale in advertisements.

Key Contributions

Our results contribute to the literature on framing effects. First, we find that expanded scales lead decision makers to discriminate between choice options more than do contracted scales because they exaggerate the difference between options on the expanded attribute, consistent with the empirical results of previous work.

Second, exploring the underlying mechanism of this unit effect, we find that perceived weight is the mediator in the relationship between CO_2 emission metrics and ecological image. Thus, we theoretically replicate the numerosity explanation of the unit effect: bigger numbers are an expression of bigger quantities.

Third, we expected that high numeracy individuals would be less likely to be subject to this framing bias because they are good with numbers. However, we found the opposite result, that is, the unit effect bias is stronger for high numeracy individuals. We believe that high numeracy individuals pay closer attention to numbers and are more likely to process the information systematically compared with low-numeracy individuals, who process the information heuristically. In fact, previous research has shown that increased attention to a visual stimulus exacerbates rather than attenuates a bias (Raghubir 2008a).

Last, we find that the unit effect may be eliminated by simply including a traffic-light reference scale in advertisements.

References are available on request.

Where Was the Animal Born, Raised, and Slaughtered? The Inferential Mediation Effects of COOL on Purchase Intentions

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Keywords: *country-of-origin labeling, disclosure, labels, inferences*

EXTENDED ABSTRACT

Research Questions

Given current questions and concerns regarding the impact of the newly mandated country-of-origin labeling (COOL) requirement (*Federal Register* 2013), we draw from consumer inference literature to address several research questions.

1. Does COOL affect consumers' purchase intentions and/or inferences of food safety, taste, and freshness?

2. Do consumers' inferences mediate the effect of COOL on purchase intentions?

3. Will the provision of objective information about meat processing systems from an external source moderate these direct and indirect effects?

Method and Data

National samples of adult consumers were recruited for two experiments. In Experiment 1, a mixed-factorial experimental design was used to test the effect of COOL on inferences of food safety, taste, and freshness, and purchase intentions. The COOL disclosure (U.S. vs. Mexico vs. control) served as a between-subjects factor and meat type (beef vs. chicken) was a within-subjects factor. To test the parallel mediation effects (i.e., all mediators examined simultaneously), we used model 4 in PROCESS with 10,000 bootstrap samples (Hayes 2013). Experiment 2 was a 3 (COOL: U.S. vs Mexico vs. control) × 2 (Meat processing information disclosure: provision of U.S. and Mexico meat processing systems equivalence vs. no processing information) between-subjects experiment. To test the conditional mediation effects, we used model 8 in PROCESS with 10,000 bootstrap samples.

Summary of Findings

The recent COOL requirements appear to be effective in providing consumers with additional information that has both direct and indirect effects on purchase intentions. The requirements impact inferred attributes, such that meat products from the United States are perceived to be safer, tastier, and fresher than meat products from Mexico. Inferences about such attributes then generally have positive effects on purchase intentions. However, when consumers are presented with information indicating that the meat processing systems in Mexico are equivalent to those in the U.S., inferences of food safety, taste, and freshness for products from Mexico become similar to inferences for products from the U.S. In general, this leads to conditional mediation in which all indirect effects through the attribute inferences are nonsignificant when the processing information is provided.

Key Contributions

Contrary to extant literature and comments in the final ruling (*Federal Register* 2013), results show that COOL on meat products has both a direct and indirect impact on purchase

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intentions by affecting inferences pertaining to perceived food safety, taste, and freshness. Consumers likely rely on general perceptions of conditions in the specific country to draw attribute-related inferences because they have limited information of the conditions in which animals from outside the U.S. are born, raised, and slaughtered. Thus, meat products labeled as having been born, raised, and slaughtered in the U.S. are perceived to be safer, tastier, and fresher than meat products from Mexico. However, when processing information is provided (based on the USDA testing as the source), consumers infer that meat from Mexico and the U.S. are similar in terms of safety, taste, and freshness. This leads to a conditional mediation effect, such that when processing information is made available the indirect effects become nonsignificant. Therefore, based on these findings, if the USDA is truly striving to help consumers make more informed decisions, they should consider educating consumers on the system equivalence audits.

References are available on request.

Beyond Intentions: How Emphasizing Social Consequences in Health Messages Influences the Temporal Proximity and Vulnerability to Negative Health Outcomes and Leads to Less Favorable Consumption Experiences

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Keywords: *temporal distance, vulnerability, health message, consumption experience*

EXTENDED ABSTRACT

Research Question

With health epidemics such as obesity and drug use sweeping the nation, government officials are employing a variety of new marketing strategies to influence health-related behavior. Our research investigates how warning messages about health behaviors can be rendered more effective by utilizing social consequences in addition to health consequences.

Research shows that temporal framing (Chandran and Menon 2004) and consideration of future consequences (Kees 2011) have important effects on health behavior. Additionally, highlighting social and short-term consequences can be effective among adolescents (Keller and Lehmann 2008), while other research points to the efficacy of highlighting long-term health consequences among adults (Witte and Allen 2000). Thus, perceived temporal distance, message content, and audience specificity are important when determining health behavior perceptions. Because different consequences can have varying effects, it is important to identify what consequences other than long-term health consequences could be effective in deterring *adult* populations from unhealthy behaviors.

Since social consequences are considered more commonplace and immediate when compared with long-term health outcomes, we posit that emphasizing the social aspects of negative health outcomes will increase perceived vulnerability and perceived temporal proximity until the outcome. In addition, we investigate whether the consequence type (social vs. health) highlighted will influence delayed consumption experiences.

Method and Data

This research presents four experimental studies that were conducted in a behavioral lab, an online panel, or a university classroom. Participants received financial compensation or course credit for participation. Participants were randomly assigned to one of two conditions and then presented with questions in a survey format. For study 1, participants in the social condition viewed a warning message about flossing that highlighted the social consequences of gingivitis (bad breath), whereas participants in the health condition viewed an additional health consequence of gingivitis (weakened immune system). Participants then answered questions regarding the perceived vulnerability and temporal proximity of the health outcome.

For studies 2 (soda consumption), 3 (texting while driving), and 4 (unprotected UV exposure), participants in the social and health conditions viewed the same health warning message and then listed the social (vs. health) consequences asso-

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ciated with the negative health outcome. A follow-up study was administered for studies 2–4 to measure perceptions of experience. In the follow-up studies, participants reflected back on a previous consumption experience (e.g., the last time they drank soda) or sampled a product (e.g., sunscreen) and then reported their evaluation of the experience.

Summary of Findings

Across four studies we find that warning messages that highlight the social consequences (e.g., bad breath, premature aging) of negative health outcomes (e.g., gingivitis, skin damage) lead to greater perceived temporal proximity (i.e., closeness in time) of the negative health outcome and increased perceived vulnerability (i.e., how likely the consumer is to experience the outcome) to the outcome. Additionally, warning messages that highlight social consequences lessen the reported favorableness of consumption experiences even 1–3 days after the message is viewed. These perceptions include the evaluation of taste perceptions of soda (study 2), text messages sent while driving (study 3), and application of sunscreen (study 4).

Key Contributions

Our studies contribute to research on psychological distance, fear appeals, consequence type, and perceptions of experiences by showing that highlighting the social consequences of negative health behaviors increases temporal proximity of and perceived vulnerability to negative health outcomes. In addition, the studies also show that these messages can alter subsequent perceptions of experiences of health behaviors. This research attempts to provide specific recommendations to public policy makers and companies regarding the way health warning messages should be constructed for maximum effectiveness and to provide a theoretical contribution to psychological distance literature by illustrating how psychological distance influences health-related behaviors. More specifically, this research identifies critical message attributes that marketers can use in order to alter the perceived psychological distance until the negative health outcomes which will increase the vulnerability of the negative health outcome resulting in less favorable consumption experiences. Furthermore, these studies suggest that there may be alternate routes to influences behavior other than through intentions. Specifically, if warning messages can alter perceptions of experience perhaps they can be more effective at changing behavior than messages that attempt to change intentions.

References are available on request.

Disease Cause Attribution and Health-Related Judgments: A Self-Control View

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Keywords: *self-control, health decisions, medical decision-making, attribution*

EXTENDED ABSTRACT

Research Question

This research investigates how attribution of a disease to lifestyle versus genetic causes influences consumers' medical decision-making. As patients play more active roles in health related decisions, it is important to understand how consumers make decisions when a disease is attributed to different causes. Our understanding the role of genes as a risk factor in the development of various diseases has improved substantially in recent decades, and a growing number of hospitals now offer genetic risk counseling. This research contributes to emerging literature on patients' response to genetic medical information by investigating the role of the level of self-control in the response to diseases cause attribution. The ability to override impulses and persist on long-term goals, in other words exhibiting high level of self-control, is an important component for success in many health-related interventions. Understanding the relationship between individual differences in self-control level and response to attribution of diseases will help create more targeted health communications for consumers.

Method and Data

Two scenario-based studies were conducted. In study 1, we recruited 105 participants at a student union of a large public university. Participants first read a brief description of diabetes. Next, they read a scenario that described a person who has exhibited symptoms that could be consistent with diabetes. Participants then received one of the two attribution (genetic vs. lifestyle) frames of the symptoms. Next they indicated the likelihood of developing diabetes and the blame for developing diabetes from the perspective of the person in the scenario. In the end, the self-control trait was measured with scale developed by Tangney, Baumeister, and Boone (2004). In study 2, we recruited 202 participants from online panel with broad demographic representation. Participants completed a similar survey to study 1 using heart disease as a focal disease. In addition to answering likelihood of developing disease, blame for developing disease, and the self-control trait measures, participants were asked to indicate how they would allocate $500 of the FSA (flexible spending account) among six different health-care options (screening test at the hospital, co-pay for medications, gym membership, co-pay for doctor's visits, membership fee for patient support group, and nutrition specialist consultation).

Summary of Findings

A series of regression analyses were conducted using the self-control level, the attribution condition, and interaction of these two factors as independent variables. Across two studies, an analysis of likelihood of developing disease revealed that the likelihood did not significantly differ between the two attribution conditions among participants with higher self-control, whereas participants with lower self-control perceived likelihood of developing the disease significantly higher when attributed to lifestyle choices than when attributed to genetic factors. In contrast, a regression analysis on blame for developing diseases revealed that blame did not significantly differ between the two attribution conditions among participants with lower self-control, whereas blame was significantly higher when attributed to lifestyle choices than when attributed to genetic factors among participants with higher self-control in both studies. The results also show that participants with lower self-control have a tendency to allocate fewer resources toward activities demanding higher patient involvement (gym membership and nutrition specialist consultation) when the disease was attributed to lifestyle choices than when it was attributed to genetic factors, whereas participants with

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higher self-control had a tendency to allocate more resources toward such activities when disease was attributed to lifestyle choices than when attributed to genetic factors.

Key Contributions

Knowledge of the relationship between genes and human diseases has been accumulating in the area of medicine. However, understanding how such information affects consumers' medical decision making is limited. This research is an initial attempt to demonstrate the relationship between attribution of diseases and perception of the diseases based on a personal trait, self-control. Specifically, the research demonstrates that lower self-control consumers, despite believing that they have higher probability of developing a disease based on lifestyle factors, are less likely to engage in active treatments that would mitigate this higher disease risk. The opposite was the case for consumers with higher self-control. Therefore, medical practitioners and health communicators should consider individual differences in self-control trait. Future research should also test different approaches to encourage at-risk consumers to participate in active treatment programs.

References are available on request.

An Exploratory Study of the Moderating Effects of Consumer Motivations and Perceptions on Goal Implementation Planning in Chronic Disease Treatment Settings

Fred Petito, Pace University

Keywords: *consumer, chronic, disease, treatment, goals, implementation, intentions, motivational, perceptual, moderators*

EXTENDED ABSTRACT

Research Question

How do motivational factors (i.e., the self-positivity bias and social-desirability bias), and perceptual factors (i.e., self-efficacy, response-efficacy, and health symptom awareness), moderate consumer goal implementation planning regarding intentions to adhere to a chronic disease treatment program?

Method and Data

In-depth exploratory interviews were conducted with type II diabetics (age range 54–77 years) varying in duration from 15 to 30 minutes (mean = 20 minutes). The purpose of the interviews was to gain preliminary insight on the proposed hypotheses. Respondents were asked a set of open-ended questions designed to shed light on the proposed hypotheses.

Key Contributions

Chronic diseases are the leading cause of death and disability in the United States and cause seven out of ten deaths each year. Regrettably, many goals set by consumers related to chronic disease treatment are never fully attained. For instance, numerous studies show that patients with chronic conditions adhere only to 50%–60% of medications as prescribed, despite evidence that medication therapy improves life expectancy and quality of life.

Studying the motivational and perceptual influencers of consumer implementation planning related to chronic disease treatment is important because of the potential for a positive impact on overall public health and welfare, and in view of the mandates of the Affordable Care Act for greater consumer responsibility for health outcomes where medical interventions are involved. Ultimately, the hope is that the learning from this study could be used to inform more effective marketing and communications that are designed to help consumers better plan and attain chronic disease treatment adherence goals.

This topic is important in theoretical terms because it provides a dynamic environment to explore the relationship between multiple factors that may influence health related intentions and behaviors such as the role of cognitions and emotions, and the relative influence of assessments from memory-based information versus context-based information in a novel, albeit very challenging, setting.

Summary of Findings

The purpose of this exploratory study is to examine how several well-established motivational (i.e., self-positivity bias and social-desirability bias) and perceptual factors (i.e., self-efficacy, response-efficacy, and health symptom awareness) would moderate implementation intention planning in the complex situation where a consumer sets goals related to the treatment of a chronic disease.

The evidence shows varying levels of support for all five hypotheses, strongly suggesting that these influencers mod-

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erate consumer intentions and behaviors in chronic disease settings. In particular, the evidence shows that a decreased/increased level of self-efficacy and response-efficacy potentially have the greatest moderating effect on consumer implementation intentions. The evidence also indicates that the moderating effects of a self-positivity bias and health symptom awareness, while influencing factors on consumer intentions, may not be as strong as self-efficacy and response-efficacy. Finally, the evidence suggests that the social-desirability bias may have the least moderating effect on consumer implementation intentions in chronic disease settings of the five factors explored.

References are available on request.

The Effects of Single-Serve and Multi-Serve Package Formats on Consumers' Product Efficacy Responses

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Keywords: *package design, product efficacy, product performance, consumer bias, single-serve and multi-serve packaging*

EXTENDED ABSTRACT

Research Question

Marketers offer products in a variety of package formats—from large containers to smaller, single-serve, individually wrapped and travel-size alternatives. Although much of prior research has focused on the effects of portion, serving, and package size on consumption of foods (for a review, see Zlatevska, Dubelaar, and Holden 2014), little inquiry has been made into the effects of product packaging on consumers' perceptions of product efficacy. In this research, we build on extant research on the effects of resource availability and product packaging on consumption (Morewedge, Holtzman, and Epley 2007; Wansink 1996) and investigate if and when package format—single-serve vs. multi-serve packages—affects product efficacy experiences, expectancies, and judgments.

During consumption, a product's package necessarily defines the accessible "resource inventory" and the serving/dosage defines the consumption quantity. Although the ratio of consumption quantity to resource availability is, in and of itself, uninformative to product efficacy inference, we suggest that consumers may erroneously rely on the size of the resource inventory when making efficacy judgments if processing capacity is limited.

Method and Data

Four experiments were conducted. In all of the studies, we manipulate the available resource inventory. Consumption occurs from either a single-serve package, wherein participants consume the entirety of a package, or a multi-serve package, wherein they consume a portion of the total package contents. We measure perceptions of product adequacy and use mediation analyses to test if and when such perceptions drive consumers' efficacy responses.

In the first two studies, we use energy-enhancing products. We manipulate package format and processing capacity (i.e., cognitive load) and test the effects of package format on actual product efficacy experiences (i.e., increased mental acuity as evidenced by actual performance on cognitive tasks). In study 3, we also manipulate package format and processing capacity and gauge product efficacy *expectancies* (rather than experiences) given the nature of the utilized product (i.e., OTC medication). In study 4, we limit processing capacity for all participants and test whether the units (number of servings) *within* a package, or across all packages physically available, are incorporated into judgments of product adequacy and efficacy.

Summary of Findings

This research demonstrates that when processing capacity is low, consuming a particular serving/dosage of a product from a smaller resource inventory (i.e., the entirety of a single-serve package) may subjectively feel *more adequate* than consuming the *same amount* from a larger resource inventory (i.e., a multi-serve package, namely one containing many servings/doses). Across four studies and three different product categories, perceived product adequacy is shown to, in turn, affect consumers' actual product efficacy experiences (i.e., task performance), expectancies, and judgments.

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Key Contributions

This research makes several important theoretical and substantive contributions to the product efficacy, packaging, and available resources literature. To the best of our knowledge, it is the first to implicate package format (i.e., single-serve vs. multi-serve packages) as a source of product efficacy experiences, expectancies, and judgments. Second, we document a new bias in which consumers rely on the quantity of servings within a package—the salient "resource inventory"—to infer whether a fixed amount (a serving/dose) is adequate to produce the desired result. Thus, we introduce a previously unexplored antecedent to efficacy perceptions and product experiences: feelings of (in)adequate consumption. Third, whereas prior work has shown how available resources may change consumption levels, this research uniquely demonstrates how available resources affect behavioral outcomes when consumption is *fixed*. Given that perceptions of product efficacy may affect product (non)adherence (i.e., [im]proper consumption of pharmaceuticals and functional foods/beverages), and hence consumer health and well-being, this research has implications for the public health community.

References are available on request.

Solving the Annuity Puzzle: The Role of Mortality Salience in Retirement Savings Decumulation Decisions

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Keywords: *financial decision making, retirement savings, annuity puzzle, savings decumulation, mortality salience*

EXTENDED ABSTRACT

Research Question

Consumers reaching retirement age face the difficult task of deciding how and when to spend their retirement savings. For five decades, economists have examined this savings decumulation problem and have argued that purchasing annuity products is an optimal decision strategy for most people (Bernartzi et al. 2011; Yaari 1965). Economic theory argues that annuities mitigate the risk of outliving one's income, but very few individuals choose to annuitize their retirement savings (only 8.7% of U.S. retirement assets in March 2014), a phenomenon referred to as the *annuity puzzle*.

Economists have examined the annuity puzzle and offered several explanations—such as low retirement savings, unfair annuity pricing, annuitization framing, and desire to bequeath one's assets—yet none have been shown to fully account for it. Further, companies have adjusted their annuity products to accommodate proposed explanations with little effect on annuitization rates. We propose that the task of choosing whether to buy an annuity evokes thoughts of death. We argue that, by forcing people to consider how long they have left to live, the annuity decision makes people's mortality salient, motivating them to escape the threatening awareness of their mortality by avoiding this option and choosing to self-manage their money instead.

Method and Data

We conducted four studies to test the effect of mortality salience on annuity choice rate. In Study 1, we asked 161 participants to imagine they are aged 65 and deciding whether to put their retirement savings into an annuity product or into an IRA product. Spontaneous thoughts about death and dying were compared across conditions.

In Study 2 (n = 267), we presented a hypothetical retirement scenario and asked participants to choose between a life annuity and self-managing their retirement savings at age 65. Participants were randomly assigned to a mortality salience (MS) condition or a control condition. The dependent variable was the proportion of people choosing the annuity option.

In Study 3 (n = 469), we tested a more practical MS manipulation by altering the annuity product description to make mortality more or less salient. The proportion of people choosing the annuity option was compared across conditions.

Study 4 added a bequeathable fixed term annuity to the choice set (n = 314 consumers closer to retirement age). Again, the proportion of people choosing an annuity option was compared across conditions.

Finally, we conducted a meta-analysis to integrate findings across Studies 2–4 and estimate the overall mean effect of increasing mortality salience on annuity choice rate.

Summary of Findings

Results consistently showed that increasing mortality salience decreases annuity choice rate. Study 1 revealed that the annuity decision evoked significantly more thoughts about death and dying than did the IRA decision ($z = 5.57$, $p < .001$), and purchase likelihood was far lower for the annuity (38.6%) versus the IRA product (63.4%; $z = 5.50$, $p < .001$). Study 2 par-

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ticipants were less likely to choose the annuity option when mortality salience was primed (M = 20.69%) versus when it was not (M = 31.79%; $\chi^2(1,267) = 4.41, p < .05$).

In Study 3, binary logistic regression analysis revealed that increasing mortality salience via either MS priming (M_{diff} = –9.44%, z = –2.31, $p < .05$) or altering the annuity description (M_{diff} = –10.31%, z = –2.63, $p < .01$) decreased the proportion of people choosing the annuity option, replicating our prior results.

Study 4 results indicated that increasing mortality salience decreased the proportion of people choosing either annuity option (M_{diff} = –10.19%, z = –2.01, $p = .044$), while adding a bequeathable fixed-term annuity increased the percent choosing an annuity (M_{diff} = 9.83%, z = 1.94, $p = .052$). Further, the bequeathable fixed-term annuity shifted choice share amongst annuity products when mortality salience increased.

Finally, a meta-analysis to integrate findings across Studies 2–4 estimated the overall mean effect of increasing mortality salience was an 11.2% point decline in annuity choice rate.

Key Contributions

Results from four studies show that mortality salience plays an important role in resolving the annuity puzzle. We present consistent evidence that the task of choosing an annuity increases mortality salience, which motivates consumers to avoid the annuity option(s). This research contributes to understanding the annuity puzzle by moving beyond prevalent economic explanations and instead offering a novel psychological explanation. It also adds to psychology theory, which has linked mortality salience to a broad range of behaviors (e.g., Arndt et al. 2004; Cai and Wyer 2014; Maheswaran and Agrawal 2004; Shehryar and Hunt 2005), but has not examined its effects on financial decisions like retirement savings.

Gaining a better understanding of how consumers make retirement income decisions is essential for developing effective consumer education and public policy. This research contributes to understanding retirement planning behavior and practice by providing insight into retirement savings decumulation—an increasingly important topic as 401(k) plans replace traditional defined benefit pensions and consumers rely more on personal savings and social security benefits. Given the growing size of the elderly population, this research provides much-needed insights into how to help these consumers remain financially healthy and independent.

References are available on request.

Payday Loans and the Perfect Storm of Triple Scarcity

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Keywords: *financial literacy, perceived scarcity, payday loans, consumer behavior*

EXTENDED ABSTRACT

Research Questions

For consumers who have scarce financial resources, certain behaviors can be exhibited that reinforce problems associated with poverty (i.e., under-saving and/or over-borrowing). Payday loans take a toll on individual borrowers as well. King and Parrish (2011) found that borrowers are indebted an average of 212 days the first year they take out a payday loan. Over a full two-year period, borrowers are indebted a total of 372 days on average (page 2). This is often referred to as a cycle of debt, in which consumers over-borrow, are unable to pay off the entire loan, and usually re-borrow. As a result, the focus of this paper is to test two interventions designed to reduce consumers' perceptions of resource scarcity. We present a triple scarcity hypothesis that helps explain behaviors associated with poverty as well as firm-initiated strategies that serve to reduce their unfavorable effects. Specifically, we seek to address the following three research questions: (1) Will consumers over-borrow when they are given a loan amount far exceeding their needs? (2) Does self-reflection reduce perceptions of financial scarcity? (3) Will changes in perceived financial scarcity have a positive impact on perceptions and behavioral outcomes?

Method and Data

The online study was a 2 (Loan Variance: small/large) × 2 (Elaboration: present/absent) × 2 (Loan User Type: current/new) between-subjects design. Loan variance was manipulated by using two maximum loan amounts. Participants presented with a small (large) loan variance were given a maximum of $300 ($800) to borrow from. To manipulate elaboration, we asked approximately half (n = 129) to remember the aforementioned purpose of the payday loan. Specifically, participants were told "In your own words, please describe why you are requesting this payday loan. Do you recall how much money you need?" Loan use was a measured variable that consisted of two responses (yes and no) for use in tests of our hypotheses (e.g., "Have you recently, within the last 6 months, requested a cash advance through a payday loan company?"). Participants were 263 adult American consumers obtained using Amazon's Mechanical Turk (mTurk). Use of mTurk has quickly been adopted by researchers, and recent findings offer support for its strengths and reliability (e.g., Steelman, Hammer, and Limayem 2014; Buhrmester, Kwang, and Gosling 2011). Cell sizes ranged between 28 and 35. Participants were randomly assigned to one of the experimental conditions and all were presented with a brief description of payday lending. To collect our study sample via mTurk, we included the following mandatory qualifications for participants: (1) Only individuals 18 years of age or older were invited to participate and (2) all participants needed a prior mTurk job approval rate (i.e., indicating superior performance) of 90% or higher. Finally, embedded measures within the survey (e.g., geoIP location, mobile device usage) guaranteed that only U.S. residents on a laptop or desktop computer were participating.

Summary of Findings

Hypothesis 1 predicted that prior loan usage will moderate the effect of a reduced loan offering. We show that loan variance significantly moderates consumers' loan purchase amount ($F(1, 255) = 9.3$; $p = .003$). For example, a reduced loan variance is most helpful for current payday loan consumers (i.e., those consumers who have requested a cash advance through a payday loan company within the past six months). A similar pattern of effects is shown when these

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consumers are asked to elaborate before choosing a loan amount (H2). We were also interested in testing loan variance and elaboration as helpful interventions in consumers' financial estimations. An important implication for cash advances is the ability to calculate their true cost. Given the APR of 652% in our scenario, the cost may vary substantially as a function of the loan amount. Elaboration moderately improves consumers' finance charge estimates by an average of $16 ($F(1, 255) = 2.8$, $p = .09$).

Additionally, new users are able to accurately calculate their loan's finance charge more than repeat users ($F(1, 255) = 4.9$, $p = .03$). As expected, financial literacy is a significant predictor of finance charge accuracy ($B = –2.3$, $p = .03$) where consumers with the lowest literacy (i.e., a score of "0") underestimated their loan's finance charge by an average of $175. This result clearly reiterates the consumer segment with the greatest vulnerability in this market. H3 predicted that consumers' perceptions of financial scarcity (i.e., a financial need greater than available resources) mediate the effects of loan variance on our modeled measures.

In determining perceptions of financial risk, the direct effect of loan variance was not significant ($p > .3$) but became fully significant when financial scarcity was entered into the model ($t = 2.7$, $p = .007$), suggestive of indirect-only mediation (H3A; CI .03 to .19). As predicted, the indirect effect of loan variance varied by elaboration. When elaboration was present, the effects of loan variance were fully mediated through scarcity (CI –.19 to –.001), supporting H3B. Results suggest that loan variance works through perceptions of financial scarcity to have favorable effects across consumer perceptions and behavioral outcomes, as suggested in H3, and these effects vary by elaboration.

Key Contributions

Our results show that capped loans and elaboration prompts are useful interventions- especially for current payday loan consumers. Techniques that improve the financial welfare of this vulnerable population are critical in this industry. Our understanding of consumers' financial decisions is an important issue for marketers and policy makers. Although research investigating the underlying psychological mechanisms in *over*borrowing is limited, the present research provides evidence that consumers make objectively better decisions when their perceptions of financial scarcity are reduced.

References are available on request.

Effects of Market Returns and Market Volatility on Investor Risk Tolerance

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Keywords: *risk tolerance, financial literacy, market variation, financial decision making*

EXTENDED ABSTRACT

Research Question

Overall, this research aims to address two important research objectives: (1) Can an individual's risk tolerance by affected by adjusting market conditions? and (2) Does this effect carry over to influence investment decision making and the choice of an investment advisor?

Method and Data

This research presents four empirical studies: two experimental studies with individual investors and two surveys of individual investors and investment advisors. The two experimental studies were conducted with a random sample of participants in a national online panel. The survey of individual investors was conducted with investors who were taking part in an MBA class. The final study of investment advisors was conducted with CPAs who provide investment advice to individual clients.

Key Contributions

These results indicate that individual investors ignore the effects of volatility in the market when they are predicting their own level of risk tolerance. As a result, they misattribute the changes in their perceptions of risk tolerance to changes in their chronic preferences for risk rather than attributing these changes to a state induced by the changes in market conditions. This may lead investors to embrace risk when the market is up and volatile, which then leads them to be poorly positioned when the volatile market turns down and they can no longer bear the amount of risk they have embraced. These results have implications for both individual investors as well as investment advisers. For individual investment advisors, they ought to be aware that these changes in their investment choices are a result of the state of the market and be cognizant of this when providing advice on investment decisions during both up and down markets. For individual investors, these results have implications for the level of knowledge that investors have about their own behaviors and should contribute to their level of financial literacy.

Summary of Findings

Study 1 shows that volatility, not the direction of the market, drives changes in investor risk tolerance. When the market is stable, risk tolerance is not affected by whether the market is moving up or down. However, when the market it volatile, investor risk tolerance increases in an increasing market and decreases in a declining market. Study 2 confirms the results of study 1 and also shows that changes in risk tolerance flows through to investor decision-making and choice of investment portfolio. When the market is volatile and increasing, investors selecting a new advisor are willing to select advisors managing riskier portfolios than their original portfolio. Conversely, when the market is volatile and decreasing, investors select less risky managers compared to their base portfolio.

Study 3 shows that individual investors do not accurately predict that their risk tolerance will change in the directions seen in study 1 and confirmed in study 2. The individual investors surveyed believe that their risk tolerance will increase with an increasing market and decrease with a declining market, regardless of volatility. These results show that lay theories of risk tolerance do not predict the differences in risk tolerance shown in Studies 1 and 2. Study 4 follows on Study 3 and examines the predictions of investment advisers as to how the risk tolerance of their clients will change under varying mar-

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ket conditions. Results for investment advisers were remarkably similar to the pattern exhibited by individual investors in Study 3. Investment advisers also predicted that risk tolerance would change in the direction the market is moving, independent of volatility. The results of Study 4 support the results of Study 3 and show that both individual investors and investment advisers have mistaken perceptions of the impact of market movements on risk tolerance.

References are available on request.

The Privacy Paradox and Calculus Among Millennials: An Empirical Study of Privacy Attitude–Behavior Congruence

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Keywords: *consumer privacy, privacy invasion, privacy paradox, privacy calculus, public policy*

EXTENDED ABSTRACT

This abstract discusses the results of two studies that assess the privacy attitudes, intensions, and behaviors of Millennials. Study 1 considers broadly how prevalent the privacy paradox is among Millennials (assessing whether there is an incongruity between Millennials' privacy attitudes and their personal information disclosure behavior). Using an online questionnaire, study participants were prompted to read and respond to various privacy policy statements from contemporary tech companies (blinded and generically presented as Company A, Company B, Company C, and Company D), and then later asked to identify the tech companies to which they currently have membership (e.g., Facebook, Google, LinkedIn, and Angry Birds). Participant attitudes and intensions toward various policy statements were then cross tabulated with their declared online service memberships.

Study 2 considers the issues of how product relevance and product value serve as factors that predict a positive or accepting attitude toward a brand/firm and its privacy policies. Establishing baselines of product relevance and value from a pretest of Millennials, study 2 also tests for the moderating effect of a perceived privacy invasion on consumer attitudes and intensions. It was hypothesized that Millennials are less disapproving of aggressive customer profiling as product relevance and perceived product value increase (i.e., the larger the promotional offer for relevant products, the less disapproving they are of a firm's aggressive customer profiling techniques). Results indicate that both product relevance and value moderate consumer attitudes and intensions, and interestingly, product relevance and value stand independent (as moderators).

The privacy paradox, the primary focus of study 1, is a well-established construct in the marketing academic literature, and very recently it was the impetus for framing the two leading normative theories or models for privacy protection for the FTC in the United States: the Notice-and-Choice Model and the Harm-Based Model (Ohlhausen 2014). Several explanations in the marketing literature attempt to explain the gap between consumer attitudes and behavior as a privacy paradox, however. They include a consumer bias or tendency to discount future risk (Acquisti, 2004); the allure or pull of immediate gratification (Acquisti, 2004); the prominence or sway of brand trust (Metzger, 2004; Norberg et al., 2007); and consumer knowledge deficiencies (Dommeyer and Gross, 2003; Pötzsch, 2009). Our focus in study 1 is on how the paradox is manifest among Millennials and yet not likely resulting from (misguided) consumer subjective knowledge (e.g., as discussed in Coupey and Narayanan, 1996).

Closely connected with the privacy paradox is a consumer decision process known in the academic marketing literature as the "privacy calculus" (Smith, Dinev, and Xu, 2011). The privacy calculus is one attempt to account for the apparent inconsistencies of the privacy paradox by identifying an implicit cost-benefit analysis performed by the consumer when trading firmly held attitudes and beliefs about personal privacy, on one hand, with a willingness to trade/share personal information for services and consumer value, on the other. Having its origins in economic theory, the privacy calculus aims to explain behavior as a cost-benefit trade-off between perceived risk and perceived information control

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(Dinev, Xu, Smith, and Hart, 2013). Study 2 also considers how product relevance and perceived value are potential moderators of attitude-behavior incongruence.

Study 1

The goal of study 1 is to examine how Millennials' attitudes about personal privacy and personal information relate to their actions and online behavior. Using a survey-questionnaire among 261 undergraduate business students at two mid-Atlantic universities (one private, the other public), we assessed the objective knowledge of technologies, current methods of information collection, privacy protection best practices, and current industry standards. Using Qualtrics and its logic/branching capabilities for various questions, we presented the "terms and conditions" of four social networking sites and popular phone apps that Millennials currently have (own, maintain, or use) and had respondents indicate whether they approve or not of the conditions to which they have previously or already consented. The four social media platforms used in the study one include Facebook, Google, LinkedIn, and Angry Birds. Respondents who disagree or disclose disapproving attitudes and/or intentions toward various clauses of the conditions they are currently or implicitly consented to are identified as exhibiting the privacy paradox.

The hypotheses for study 1 are as follows:

H1-1: Current users of an online service shows negative intention to disclose personal information for the online service after they read actual parts of privacy policy of the service provider.

H1-2: Privacy concerns for an online service are heightened after consumers read actual parts of privacy policy of the service provider.

To test the hypotheses regarding the privacy paradox, we visited the homepages of several popular tech companies that are widely used by the general public in the United States and examined their privacy policies to identify provisions about collecting and sharing customers' personal information. Next, using some recent high-profile media stories that involved the aggressive use of company/firm use of customers' personal information (reported in *The New York Times*, *The Wall Street Journal*, and Tech Crunch, for example) we selected several privacy policy statements from tech companies that could reasonably be seen to induce a company's current customers to perceive a loss of control or a heighten sense of insecurity. After responding to a series of qualifying and conditioning questions on brand product design, participants in the study were asked to read and respond to privacy policy statements.

Study 2

The participants for study 2 were the same 261 undergraduate students who participated in study 1, and the experimental procedures were administrated prior to collecting data for study 1 in the same online pages. The design was a 2 × 2 (offer size, offer relevancy) between-subjects factorial design. The offer size was experimentally manipulated with coupon offers with two different levels of discount (5% off vs. 30% off). The offer relevancy was determined by the brand of cell phone that the participants were using. Because the coupon offered to all participants regardless of the experimental conditions was for cel lphone accessories for a particular brand (iPhone), the coupon offer was relevant to iPhone users but not for others who used phones other than the iPhone.

The hypotheses for study two are as follows:

H2-1: Perceived privacy invasion is reduced when the company provides bigger and more relevant promotional offers than when the offer is small or less relevant.

H2-2: Attitude toward a company that collected and utilized their personal information when the company provides bigger and more relevant promotional offers than when the offer is small or less relevant

In the experimental questionnaire, informed consent was obtained and participants completed filler tasks disguising the true purpose of the study. After that, participants were exposed to the simulated data processing procedure that asked for personal information and showed the graphical icons and messages about data processing. Participants were prompted to believe that a simultaneous privacy invasion took place (in which his/her personal information was being used/collected for a marketing purpose without consent or permission). Next, each individual participant was then randomly exposed to one of two different promotions (5% off vs. 30% off) for iPhone accessories. After participants reported their responses to several dependent variables and other measures including the brand of cellphone that they were currently using, they were thanked and debriefed.

Results

Two sets of analysis of covariance (ANCOVA) were performed for each dependent variable with the coupon proneness as the covariate, which had significant effects for both dependents ($p < .05$). The gender and sampling school had no effects on the following results. Two independent variables were the offer size (5% off vs. 30% off coupon) and the offer relevance (iPhone users vs. other).

In regard to the attitude toward the brand, the interaction effect between the offer size and relevance was not signifi-

cant ($p > .05$). However, both main effects were significant. First, participants who received the offer of 30% off coupon (M = 3.70, SD = 1.38) showed more positive brand attitude than others offered 5% off coupon (M = 3.24, SD = 1.39) ($F(1, 256) = 5.24$, $p < .05$). Second, the brand attitudes of iPhone users (M = 3.63, SD = 1.40) were more positive than other who used other cellphones (M = 3.03, SD = 1.32) ($F(1, 256) = 9.47$, $p < .01$).

For the second dependent variable, perceived privacy invasion, there was no significant interaction between the offer size, and relevance was not significant ($p > .05$). Also, the main effect of the offer size was not significant ($p > .05$). The main effect of the offer relevance was marginally significant, showing higher perceived privacy invasion of participants who did not use an iPhone (M = 5.74, SD = 1.02) than iPhone users (M = 5.45, SD = 1.21) ($F(1, 256) = 3.07$, $p = .08$).

Implications and Future Research

These studies support the presence of a privacy paradox, specifically among a sample of Millennials who have largely grown up online and can be classified as digital native consumers. This incongruity between thoughts and behaviors may have several plausible explanations. A "herd mentality" for well-known sites and apps may certainly explain much of this behavior. For example, consumers may simply think that if millions of others are comfortable with liberally sharing personal information, then it must be okay and no "real" harm will likely materialize.

Left to their own devices, it is foreseeable that a large number of app developers will continue to push the envelope as far as what is acceptable and necessary in terms of tracking online behavior and capturing personal information. Without some form of self-regulation by the community of developers, there may continue to be an erosion of consumer privacy, whether informed or not. A similar form of self-regulation does exist within the online behavioral advertising industry and is led by the Direct Marketing Association (DMA). Given the breadth of parties currently involved in the app development industry, however, any form of self-regulation and omnibus agreement seems unlikely. Thus the government or tech oligopoly which controls the flow of apps may need to create some form of regulation to protect consumers' privacy.

A greater onus of responsibility could certainly be placed on the firms that review and approve the content of apps that are offered through digital storefronts. Just as media companies have an obligation to protect their audiences from seeing inappropriate content, app distributors (i.e., Apple App Store) may also have a responsibility to protect consumers from flagrant invasions of privacy. These companies already have processes in place to review content and look for other forms of malicious intent before making apps publicly available, so creating some minimum standard for the types of information that can be collected and how it is communicated to customers does not seem unreasonable. Several options may address the privacy paradox issues. The first would be the creation of standardized terms and conditions, or acceptable language for participating app developers to use in order to have their apps offered for acquisition. The second, rather than terms and conditions which are several pages long and contain a level of complexity well beyond the reading comprehension levels of the average consumer, perhaps specific statements which are likely to be objectionable are flagged and offered individually for consent. Third, a rating system could be created by the digital storefronts which evaluated the "intrusiveness" or "risk" of a given app prior to download.

While offering a substantial incentive seemed to off-set the privacy violation in the second experiment, this quid pro quo exchange was perhaps more evident than that which exists in many scenarios. For instance, an app developer may consider their "free" offering to warrant some invasion of privacy which can be monetized to off-set the cost of the game development and yield a reasonable profit, however the consumer may not attribute the same perceived value to the exchange. While the courts may ultimately decide how much of our rights regarding the protection of our personal privacy can be waived through a mere click of an "I accept" check-box, the first step in addressing the privacy paradox is an admission and understanding of how a consumer's intent often does not mirror his/her actual behavior.

References are available on request.

Making Millennials Healthy: Using Health Edu-Tainment to Impact Health Intentions and Behaviors

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Keywords: *health, millennials, edu-tainment, self-identity, narratives, storytelling, theory of planned behavior, self-referent processing.*

EXTENDED ABSTRACT

Research Question

Are public service campaigns on health issues effective, especially when it comes to reaching Millennials? With the Let's Move campaign initiated by First Lady Michelle Obama as well as the recently launched Mixify project sponsored by leading national beverage companies, groups within the United States are now explicitly considering television and society's role in impacting Millennials' perceptions of healthy living. Drawing on theories of planned behavior (TPBs) and self-referent processing, complemented by literature on storytelling, this research presents a proposed communication strategy for policy makers who want to address health issues for Millennials. Findings from two studies and over 400 participants demonstrate that health edu-tainment can influence health intentions and behaviors. Overall, the results provide insights for how to promote healthful diet and behavior change to Millennials.

Methodology

Research Design

In Study I, we evaluated the impact of TPB on Millennials and their health identity, especially, their diets. To investigate the drivers of intention to change eating habits, we collected data from a sample of 245 undergraduate students who were instructed to consider their current, future, and intended eating habits. College students are an apt population to investigate this issue of intended diet change and vegetarian diet choices as they represent a group that is making choices that reflect both learned eating habits as well as may be making some of their own food choice decisions for the first time (Linderman and Sirelius 2001).

The administered questionnaire was adapted according to a standard, widely used format for TPB (Azjen 1991). First, subjects described their current diet makeup beliefs in reference to five food categories (Meat; Dairy and Eggs; Fruits, Vegetables and Legumes/ Beans; Starches; Nuts and Seeds). Respondents were also asked to categorize their diet as meat based, balanced, non-meat based, vegetarian and vegan.

Items for constructs were modified using preexisting scales, developed specifically for the Theory of Planned Behavior (Azjen 1991). Perceived behavioral control regarding trying a new diet in the future was assessed and measured the extent to which respondents agreed with the following statements: "In the future, I believe I have a high degree of personal control over eating a new diet and I am very capable of following a different diet in the future".

Last, self-health identity was assessed with a four-item scale adapted from Povey, Wellens, and Connor (2001) that measured the extent to which respondents agreed with the following statements: "I think of myself as: a healthy eater; someone who is concerned about the consequences of what I eat; someone who is concerned with healthy eating; I think my diet is very healthy; I think my diet is very health conscious."

We approached our subsequent study design by first conducting a pretest to confirm external validity and see if the health edu-tainment TV program we selected would resonate with the Millennial audience. In doing so, we sampled 17 diverse undergraduate students at a university in the Northeast of the U.S. who received extra credit for their participa-

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tion. All were randomly assigned in a one-way between subjects factorial design where the three TV clips (TV clip: health edu-tainment program, direct health program, reality entertainment program) were manipulated. We compared "health edu-tainment" television programming that presented a dramatic narrative and uses fictitious characters, such as ABC's *Private Practice*, with direct health programming that presents only health information in a traditional talk show format by real medical experts, like the nationally syndicated program *The Doctors*. The Bravo television program *Project Runway* was treated as the control group since it was an example of purely relevant entertainment programming and an example of reality TV that did not present health information and is popular among Millennials.

In Study II, we collected data from 155 diverse undergraduate students who were randomly separated into three conditions. At the start of an online Qualtrics survey, participants were instructed to watch an unidentified TV clip (*Private Practice* (health edu-tainment condition), *The Doctors* (health programming condition), or *Project Runway* (control condition)). Afterwards, they continued with the survey and answered questions related to the TV clips and their own health behaviors and influences. The 20-item PANAS scale (Watson et al, 1988) was included to assess the mood of the participants. We included the TV Program Connectedness Scale by Russell et al. (2004) to define the level of relationship intensity that the viewers developed with the characters and context of the television programs.

Key Contributions

One of the key contributions of this work is in advancing the literature in the area of the strong influence that stories and narratives have on consumer behavior, especially Millennials. To our knowledge, the use of how narratives can impact health behavior for Millennials is new to the field.

Furthermore, our findings are useful for policymakers, marketing practitioners in advertising, public relations, and hospitals as well as branded entertainment. We believe this work will assist ad agencies and content producers alike in serving as a guide in the creation of effective health messaging and advertisements, especially for preventable diseases (i.e., Obesity, Hypertension, Diabetes). Moreover, this work supports the typical industry practice of telling stories in advertisements and also transferring that knowledge to health messages in lieu of producing messages that evoke fear and/or negative emotion from an audience.

For public relations professionals, this work serves as a recipe for producing media-related press events and/or cause-related promotional campaign launches. So often, public relations professionals focus solely on delivering accurate information to media and/or their various publics. Often, they do not realize that the information should be predigested for audiences who are not topic experts. This kind of "help" needs to be delivered in a relevant manner that is respectful to the audience and not "dummied down."

Summary of Findings

Ultimately, the results of this initial research bring to the forefront the importance of using socially relevant methods and elements when packaging serious information that targets Millennials. Our findings regarding the association between attitudes, health intentions and behaviors, subjective norm and self-health identity provide significant insights into the drivers of health oriented diet change and food choice behavior for college aged individuals. The results shed light on three categories of drivers of healthy diet intentions: cost and access to healthy food, social factors and individuals' self-identity as it pertains to health consciousness. Consequently, the manner in which marketers communicate health messaging to young consumers' should include elements that are highly relatable and personalized.

References are available on request.

Financial Education Is Not Enough: Millennials May Need Financial Capability to Demonstrate Healthier Financial Behaviors

Terri Friedline, University of Kansas
Stacia West, University of Kansas

Keywords: *millennials, financial capability, emergency savings, debt, payday lenders, financial education, financial inclusion*

EXTENDED ABSTRACT

Research Question

Financial education is often the "go-to" intervention for promoting healthy financial behaviors. However, financial education may be insufficient for improving young adults' behaviors without also providing them with opportunities to operationalize their knowledge. Financial capability combines financial education with a savings account in which young adults can put their knowledge into practice. Additional research is needed to test the emerging yet positive effects of financial capability on financial behaviors, particularly among Millennials who are in the midst of complex financial decisions and uncertain macroeconomic times. This paper asks whether being financially capable—having a combination of a savings account and financial education—is associated with Millennials' financial behaviors including being financially fragile, saving for emergencies, using alternative financial services, carrying too much debt, and being satisfied with their financial condition.

Method and Data

This study used data from the 2012 National Financial Capability Study to investigate the relationship between financial capability and the financial behaviors of Millennials. The findings are based on multiply imputed and propensity score weighted (average treatment-effect-for-the-treated; ATT) regression analyses of all young adults in the sample between the ages of 18 and 34 years (N = 6,865).

Key Contributions

This paper is one of the first to investigate the effects of financial capability as defined in the theoretical literature. A key contribution of this investigation is the implication that interventions focusing solely on financial education or financial inclusion may be insufficient for facilitating young adults' healthy financial behaviors; interventions should aim to develop their financial capability.

Summary of Findings

Compared with being financially excluded, young adults who were financially capable were also 176% more likely to afford an unexpected expense, 224% more likely to save for emergencies, 21% less likely to use alternative financial services, and 30% less likely to carry too much debt. Financially capable young adults also reported significantly higher financial satisfaction.

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The Privacy of Consumers: How Consumers Learn to Manage Their Privacy

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Keywords: *consumer privacy, consumer learning, social networking*

EXTENDED ABSTRACT

In consumer research, the construct of privacy is premised on the assumption of rational choice in transactions between marketers and consumers. Technology has brought a new context to understanding privacy. Exchanging and sharing information is no longer a process that takes place only between marketers and consumers; it now also takes place among other consumers, ranging from partners and family members to friends, acquaintances, and even strangers. The purpose of our study is to understand what consumer privacy is from the perception of the consumer. The study also explores how consumers learn to manage and integrate privacy boundaries into their daily life.

In this study we employed the interpretive research approach and interviewed 25 active users of social networking sites. Each interview was around 45–60 minutes long. We followed the hermeneutic and phenomenological analysis approach suggested by Thompson, Pollio, and Locander (1994) to identify emerging themes related to learning and the construction of privacy among social networking sites. The analysis was conducted jointly and interactively with all of the investigators throughout the project.

We find that privacy is a process of learning to manage and integrate the boundaries in daily life. Our interpretive analyses reveal that learning empowers consumers by enhancing their sense of control of the boundaries between the self and others, between public and private, and across periods of time. Consumers manage privacy boundaries to create consistent identities for certain groups of audience as well as to create, maintain, and strengthen their personal relationships. They learn to manage privacy on social networking sites through accumulative transformative learning, sudden transformative learning, and pragmatic learning processes.

Accumulative transformative learning happens when people gain experience with online privacy, interact with people, and gradually get insights. When they accumulate enough insights, they determine that something is wrong with their current assumption about privacy in their social networking sites. The insights show them a new frame of reference. They experience online privacy with the new framework of reference.

Sudden transformative learning happens when consumers encounter an incident that breaks down the balance between public and private, self and other, or past, present, and future. Consumers will critically reflect on their assumptions about privacy. They will go further to acquire new knowledge and skills and set up a new balance. They will acquire confidence and competence in managing the new balance of privacy. And they will continue to experience online activities with their new perception of privacy. The whole loop restarts when they encounter a new incident.

We illustrate the pragmatic learning process, which includes four modes of inquiry (reflecting, refining, exploring, and foreseeing) in which consumers learn and take actions to restore balance of their privacy boundaries. Their learning was not limited to simple problem solving; rather, it generated new activities for other learning.

Our study builds on the work of those who see privacy as a social process. However, we added the dimension of learning to the process. This leads to calls for the setting of policies to leverage consumer learning. Critical reflection is important to all modes of learning. The policies might focus on how to trigger critical reflection in consumers. Our study extends the model of pragmatic learning by adding a new

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concept of inquiry: foreseeing. Our analyses reveal that the issues of co-ownership (at the dyadic, family, group, and organizational levels) and consumer-consumer exchanges of information are as important as consumer-marketer exchanges. Policy initiatives must be informed by the failure to coordinate rules about sharing among consumers.

References are available on request.

Will Donating My Time Make Me Look Good? The Role of Brand and Personality in Determining Donation of Time to Charitable Organizations

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Marjorie Cooper, Baylor University

Keywords: *charitable donations, charitable behaviors, brand image, narcissism*

EXTENDED ABSTRACT

Research Question

How do both brand image and individuals' levels of narcissism impact consumer likelihood of volunteering time for charitable organizations, and what are the key processes underlying young adults' likelihood of engaging in charitable behavior?

Method and Data

The results of one laboratory experimental study (n = 257 undergraduate students, 47% men) are reported.

Summary of Findings

Narcissistic individuals are more likely to volunteer for organizations that have a high (vs. low) brand image, because these individuals believe that doing so will enhance other individuals' perceptions of them. Interestingly, non-narcissistic individuals tend to be more likely to donate time to organizations that have not yet established a high brand image.

Key Contributions

Our findings contribute to the literature on charitable behaviors by showing how consumers' likelihood of donating time to nonprofit organizations varies as a function of both an organization-level factor, namely, the organization's brand image, and an individual-level factor, namely, narcissism. In addition, the results reveal that highly narcissistic individuals are motivated to donate by feelings that donating will help them be perceived by others in a more desirable manner. However, non-narcissistic individuals donate because they genuinely feel that their donations will help others and society in general.

References are available on request.

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When Reminders of Resource Scarcity Prompt Selfish (and Generous) Behavior

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Keywords: *resource scarcity, competitive orientation, welfare advancement, selfish, generous, experimental design*

EXTENDED ABSTRACT

Resource scarcity is a pervasive facet of human life. Mankind has regularly experienced periods of famine and draught (Chakravarthy and Booth 2004), modern economies often must cope with economic recessions (Griskevicius et al. 2013), and even in resource-rich environments consumers routinely encounter cues that emphasize the limited nature of products and resources (Cialdini 2009). As a consequence, consumers often think about, worry about, and discuss scarcity-related concerns (Twist and Barker 2006). However, in spite of the frequency of cues and cognitions related to scarcity, relatively little is known about what psychological processes are activated in response to scarcity cues and how these processes influence subsequent decision making.

In this research, we build on previous research on scarcity and competition (e.g., Fülöp 2004; Griskevicius et al. 2009; Grossman and Mendoza 2003; Keller 1992) to suggest that reminders of resource scarcity promote a competitive orientation, which strategically guides consumers' decision making toward advancing their own welfare (Van Lange et al. 2007; Van Lange et al. 1997). Importantly, although one's own welfare may be advanced through behaviors that appear selfish (e.g., retaining one's money as opposed to donating to charity), our theoretical framework suggests that reminders of resource scarcity can also increase generosity toward others when such behavior allows for personal gains (e.g., charitable giving in order to gain status; Griskevicius, Tybur, and Van den Bergh 2010). Through testing this hypothesis, the current research offers a more nuanced understanding of why resource scarcity may promote behaviors that appear either selfish or generous in different contexts and provides one way to reconcile seemingly conflicting prior findings (e.g., Aarøe and Petersen 2013; Holland, Silva, and Mace 2012; Kraus et al. 2012; Piff et al. 2010; Sasson et al. 2012).

We test these predictions in three studies. In all studies, participants are first randomly assigned to either a scarcity prime or a control condition. We employ two different manipulations of reminders of resource scarcity (listing task and episodic recall) and find convergent results supporting our predictions. Study 1 tests whether a competitive orientation mediates the effect of scarcity on selfish behavior. After the manipulation, participants were given a real donation choice: the option to keep vs. donate $1 of their compensation to a charity. Next, among several filler scales, participants were given the Hypercompetitive Attitude Scale (Ryckman et al. 1990), which was included as a measure of a competitive orientation. In line with our predictions, participants in the scarcity condition were more likely to keep the money ($\beta = -1.21$; $p = .054$). They also expressed a more competitive orientation ($\beta = .58$; $p = .009$), and this tendency had a negative effect on donation rate ($\beta = -1.04$; $p = .035$). Most importantly, the direct effect of scarcity on selfish behavior was not significant when a competitive orientation was added to the model ($p = .29$; 95% CI [–2.03; –.03]; Preacher and Hayes 2008).

Studies 2 and 3 test for boundary conditions to the observed effects. Specifically, study 2 test whether reminders of resource scarcity increase selfish behavior only when the behavior advances one's own welfare, instead of simply leading to a generalized, irrational desire to hoard resources. To test this, after the manipulation, participants played either a dictator or an ultimatum game. The interaction between the scarcity and the game type manipulations was significant ($F(1, 187) = 6.56$; $p = .011$). In the context of the dictator game, wherein retaining more money advances one's own

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welfare, scarcity significantly increased the amount of money participants retained for themselves ($M_{control}$ = \$6.17 vs. $M_{scarcity}$ = \$7.06; $F(1, 187) = 4.78$; $p = .030$). However, in the context of the ultimatum game, wherein retaining more money can hurt one's own welfare, by having the other player reject the offer, scarcity had no effect on the amount of money retained ($M_{control}$ = \$5.96 vs. $M_{scarcity}$ = \$5.47; $F(1, 187) = 2.09$; $p = .150$).

Study 3 tests whether reminders of resource scarcity can promote generous behavior when such behavior is framed as advancing one's own welfare. After the manipulation, participants indicated their gift giving intention and their willingness to pay for a gift designed to thank a helpful friend, which were standardized and averaged to form a composite measure of generosity. The interaction between the scarcity and the self-benefit manipulations was significant ($F(1, 141) = 5.55$; $p = .02$). When gift giving was not framed as providing any clear benefit to the self, participants' generosity did not differ between the scarcity and the control conditions ($M_{scarcity}$ = –.18; $M_{neutral}$ = .01; $F(1, 138) = .89$; $p > .3$). However, when gift giving was framed as providing a clear benefit to the self, scarcity increased participants' generosity ($M_{scaricty}$ = .29; $M_{neutral}$ = –.15; $F(1, 141) = 5.87$; $p = .017$). The interaction pattern held and was significant for each measure when analyzed separately.

This paper sheds light on the heretofore unknown consequences of being exposed to scarcity-related cues on selfishness. Across three studies, we demonstrate that reminders of resource scarcity promote a competitive orientation, which in turn guides consumers' decision making toward advancing their own welfare. Further, we reveal that this tendency can manifest in behaviors that appear selfish, but also in behaviors that appear generous, in conditions in which generosity allows for personal gains. The current research thus offers a more nuanced understanding of why resource scarcity may promote behaviors that appear either selfish or generous in different contexts and provides a way to reconcile seemingly conflicting prior findings.

References are available on request.

"I've Been Told I'm Good and I Love to Do As I'm Told": When Social Labeling Induces Lasting Pro-Environmental Behaviors in Tweens via a Simple Process

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Keywords: *social labeling, prosocial and environmental behaviors, children*

EXTENDED ABSTRACT

Research Question

The objective of this research is to investigate further the effectiveness of social labeling as a persuasive technique, focusing on preadolescents and encouraging their pro-environmental behaviors.

Integrating previous findings on children's persuasion knowledge and children's development, we postulate that age plays a moderating role and, subsequently, that the social labeling technique may be highly simplified in comparison to that of adults. We expect that no cognitive load (distraction tasks) will be required with preadolescents to achieve behavioral changes in an enduring way.

Method and Data

To demonstrate our hypotheses, we collected data on 115 preadolescents (mean age : 10 years) through an experimental design over a period of three weeks.

Key Contributions

This study proposes the main following contributions. From a theoretical perspective, we show that cognitive development moderates the effectiveness of the social labeling technique. We also show that this technique may counter the negative impact of delayed gratification usually associated with pro-environmental behaviors. Children's motivation to behave, triggered by the label, are not impeded by the fact that the benefits of the behaviors are long-term. From a managerial perspective, we offer a very simple technique that does not require specific gears, material, or predispositions to encourage the adoption of pro-social behaviors. We propose, however, that integrating it in trendy tools such as serious games may further increase its popularity among the target group and the latter's spontaneous exposure to the label.

Summary of Findings

We demonstrate that social labeling effectively modifies preadolescents' self-rated pro-environmental behaviors, and we confirm that these modifications have enduring effects as the findings are confirmed one week after the labeling. Furthermore, those changes are independent of children's prior sensitivity to the environmental issues. We also show that the effect is moderated by age and that the technique may be extremely simplified with children around 10 years of age, as no distraction tasks are required.

References are available on request.

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The Pain of Working Out: The Positive Impact of Integrative Labeling on Consumers' Food Intake

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Keywords: *consumer well-being, obesity, nutrition, nutrition decisions, nutrition labels, consumption choices, exercise, inactivity, product claims*

EXTENDED ABSTRACT

Research Question

In the context of nutrition labeling, does the inclusion of exercise time needed to offset consumption along with information required by the Nutrition Labeling and Education Act (NLEA) affect consumption?

Method and Data

Graduate and undergraduate business students at two Southeastern U.S. universities and nonstudent adults recruited from Mechanical Turk (MTurk) participated in experimental sessions (behavioral lab settings and web-based). Data were analyzed using analysis of variance and PROCESS for mediation.

Key Contributions

The findings have important policy and managerial implications. Policy makers should consider the introduction of integrative labeling as part of the mandated nutritional labeling format. Including required exercise times to offset consumption as a complement to existing NLEA information, integrative labeling provides a way for consumers to better assess the true costs of their consumption decisions while providing encouragement to improve nutritional choices.

Marketers can benefit from the implementation of integrative labeling as well. Some consumers are willing to pay a premium for products with package designs that help them control their consumption and make easier, healthful decisions. Short of a government-mandated implementation of integrative labeling, marketers can take it upon themselves to include an integrative design as a complement to standard NLEA information to enhance their competitive positioning and further differentiate their product offerings.

Summary of Findings

Across three studies, the authors find including exercise requirements in conjunction with nutritional information mandated by the NLEA leads to lower consumption levels than the current NLEA-mandated labels. Additionally, the studies demonstrate boundary conditions based on health consciousness, anticipated affect, and food category effects.

References are available on request.

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The Effect of Mindfulness and Emotion Regulation in Health Care Financial Decision Making: Making a Good First Suppression

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Keywords: *mindfulness, emotion regulation, ego depletion, price-quality heuristics, financial well-being*

EXTENDED ABSTRACT

Research Question

Consumers may find their financial well-being placed in a precarious position when faced with consumption decisions not traditionally framed within the traditional consumption landscape. Moreover, consumers' financial vulnerabilities may be exacerbated by some combination of emotional stimuli during an exchange (Luce, Bettman, and Payne 2001). Psychological and marketing constructs such as mindfulness, "the state of being attentive to and aware of what is taking place in the present" (Brown and Ryan 2003), trust and price heuristics (e.g., price equals quality, price equals expensive), emotion processing strategies (e.g., reappraisal/suppression; Gross 2001), ego depletion, a "state of reduced capacity for self-control" (Baumeister 2002), and trust in the physician/insurance provider (Hall et al. 2002; Bowie 2000) may all affect the financial decision making processes in medical consumption contexts.

As such, a theoretical model is tested to investigate the following research questions: (1) What is the role of mindfulness in financial decision making, particularly in a medical consumption context? (2) What are the moderating effects of trust in the physician and insurance provider, ego depletion, and price equals quality/price equals expensive heuristics on mindfulness within these consumption scenarios? and (3) Which construct provides a mediating role in the relationship between mindfulness and the selection of a medical procedure?

Method and Data

A total of 186 participants were recruited via Amazon.com's Mechanical Turk. Each participant was compensated $.75 for their efforts in completing the survey. A hypothetical scenario in which the participant incurred an ankle injury during an athletic activity was presented; subsequent to the injury, the scenario describes the patient (i.e., consumer) visiting a local physician for medical attention and being tasked with making a decision regarding his or her course of treatment (i.e., the price of a selected procedure). A succession of experimental manipulations were used to present the hypothetical scenarios (2 [ego depletion: high, low] × 1 [mindfulness: continuous variable]; 2 [price heuristic: price equals expensive, price equals quality] × 1 [mindfulness: continuous variable]; 2 [trust in provider: physician, insurer] × 1 [mindfulness: continuous variable] between-subjects experimental design). Emotion regulation strategies (reappraisal, suppression) were used as a mediating variable between the aforementioned independent variables and the dependent variable (i.e., level of price).

Summary of Findings

A portion of the hypotheses were supported from the initial data collection and analysis. Specifically, support was shown for $H_{1,}$ indicating a positive relationship between mindfulness and the price of the selected medical procedure. Although the emotion regulation strategy of suppression was not supported as a full or partial mediator, mindfulness was shown to have a negative relationship suppression, confirming H_{2a} (a'). Similarly, H_{3a} was supported—via a positive relationship between mindfulness the emotion regulation strategy of reappraisal (a'). Finally, H_4 was supported by the data, showing that participants with higher levels of mindfulness selected higher-priced proce-

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dures when receiving recommendations for medical procedures from insurance providers. This moderation, when coupled with the previous results, reveal a promising degree of insight into the future of this stream of research. These results serve as a springboard into comprehending the intricacies of these cognitive processes and their implications, due to the lack of empirical representation within marketing. Most importantly, mindfulness was shown to have a positive relationship with the price of the procedures selected. Moreover, emotion regulation strategies were shown to have direct and inverse (reappraisal and suppression, respectively) relationships with mindfulness—showing some support for potential as a mediator.

Key Contributions

By examining a psychological construct, mindfulness, with nascent comprehension of its effect within the marketing and medical contexts, multiple contributions to the marketing, pricing, psychology, and public policy literatures are made. As such, the current study serves to extend the theoretical networks of several constructs, as well as to augment the understanding of the effects of these constructs—with particular pertinence to medical decision making. Specifically, we demonstrate (1) the moderating effect of trust in the physician/insurance provider on the relationship between mindfulness and the price of a selected medical procedure, such that a significant interaction resulted, and (2) the potential mediating role of emotion regulation (reappraisal and suppression) on the relationship between mindfulness and price of a selected medical procedure. By isolating, organizing, and synthesizing key constructs from these respective streams of literature into a cohesive conceptual framework, implications pertinent to marketing managers, public policymakers, and consumers are identified.

References are available on request.

In Advertising We Trust: Religiosity, Trust, and Susceptibility to Persuasion

Elizabeth Minton, University of Wyoming

Keywords: *religion, trust, persuasion, advertising skepticism*

EXTENDED ABSTRACT

Research Questions

How does a consumer's level of religiosity influence his or her trust in marketing? What are the consequences of such trust? How do different types of religiosity (affective, behavioral, and cognitive) differentially influence trust and product evaluations? Trust is a critical component of marketing for both brands and consumers. While greater trust contributes to positive product evaluations, consumers that are highly trusting are also more susceptible to persuasion and deception. Competing theories suggest that high-religiosity consumers could be either more or less trusting of marketing. Thus, this research explores the influence of religiosity on trust and resulting implications for the persuasion literature and policy makers.

Method and Data

Mediation analysis was conducted using Preacher and Hayes's PROCESS macro. Data were collected on Amazon's Mechanical Turk. Study 1 included 123 adults and tested religiosity's influence on trust using an ad for Cif cleaner (a European cleaner brand that was pretested to be unfamiliar to participants). All participants saw the same ad for Cif before answering questions assessing product evaluations, trust, demographics, and, lastly, religiosity. Study 2 included 115 adults and tested how type of religiosity (affective, behavioral, or cognitive) differentially influences broad marketplace trust and specific brand trust, thereby influencing product evaluations. Additionally, Study 2 explores reaction to belief cues in advertising with a Glaceau Vitamin Water ad with the headline of either "Creation of flavor" (a creation cue) or "Evolution of flavor" (an evolution cue). Presentation of stimuli and questions mimicked the order used in Study 1.

Summary of Findings

Highly religious consumers (specifically those high in the affective and cognitive dimensions of religiosity), as compared to less religious or nonreligious consumers, are more trusting of marketing in general as well as specific brands, which results in heightened product evaluations. This heightened trust and product evaluations leads to a greater susceptibility to persuasive and deceptive tactics, thus providing insights into a contributor to persuasion knowledge: religiosity. Additionally, while affective religiosity positively influences trust and product evaluations for advertisements with creation cues (as opposed to evolution cues), the opposite occurs for cognitive religiosity. Thus, affective religiosity shows trends expected by belief congruency theory with advertising belief cues matching one's own beliefs leading to more positive product evaluations. In comparison, cognitive religiosity relies more on mental agreement and understanding of religious scripture and could lead to greater reaction and disagreement with religious cues in marketing communications.

Key Contributions

The consumer-based antecedents to trust have been underexplored, so this research contributes to a more holistic understanding of the construct of trust. Given the connection between increased trust and susceptibility to persuasion, this research suggests that highly religious consumers could be more vulnerable to persuasive and deceptive tactics, thereby contributing to the conceptual understanding of the persuasion knowledge model. Additionally, this research explores religion as a three-dimensional construct (affective, cognitive, and behavioral religiosity), providing a more comprehensive understanding of how religion influences consumer behavior.

References are available on request.

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