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Time-Space Association: How Spatial Constraint Affects Temporal Perception and Decision

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This paper investigates the effect of spatial constraint on perceived time pressure. We show that a decrease in ambient or visual space evokes a sense of time urgency/pressure, which in turn increases task completion speed. Across three studies, we find support for this proposition.

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Prosocial Co-Creation: How Cause-Related Marketing with Choice Strengthens Consumer-Brand Relationships

Alexander J. Kull, University of South Florida, USA
Timothy B. Heath, University of South Florida, USA

Letting consumers choose the cause in cause-related marketing strengthens consumer-brand relationships, especially with unrestricted (choose any cause) rather than restricted (select from a list) choice. The effects are mediated by a consumer empowerment to engagement pathway but can backfire for disliked brands. Increasing the number of cause options neither helps nor hurts.

The Asymmetric Effects of Communicating Experiential Brand Benefits

Alexander J. Kull, University of South Florida, USA
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Three studies show that experiential claims, compared to functional claims, for utilitarian (hedonic) products favorably influence consumer perceptions of (feelings of connection to) the brand. Preliminary process evidence suggests that these effects are driven by experiential claims for utilitarian (hedonic) products eliciting primarily object-centered (self-centered) consumer engagement with the brand.

Perspective Taking and Affective Responses: The Effect of Sympathy and Empathy on Post-Tragedy Attitude

Canice M. C. Kwan, The Chinese University of Hong Kong
Robert S. Wyer, The Chinese University of Hong Kong

This paper probes into three perspectives of understanding a tragedy – the victims, the other party involved and a disinterested observer. We investigated their effect on affective reactions, showing that taking the perspective of either victims or involved observers elicits intense empathy, but only the latter one leads to high sympathy.

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This paper investigates the effect of spatial constraint on perceived time pressure. We show that a decrease in ambient or visual space evokes a sense of time urgency/pressure, which in turn increases task completion speed. Across three studies, we find support for this proposition.

When He Takes the Product, I Take the Product: Importance of Mirror Neurons in Television Commercials Context

Sophie Lacoste-Badie, University of Rennes 1, France
Olivier Droulers, University of Rennes 1, France

The discovery of “mirror neurons” allows hypothesize that food TV commercials in which the character grabs the product and brings it to his mouth to eat (or drink) are more effective. In an experimental study, we show that this type of commercial is better memorized.

The Peculiarly Persistent Pleasantness of Bizarre Experiences

Robert Latimer, New York University, USA

Six studies examine retrospective enjoyment of mundane and bizarre experiences. Mundane experiences were less enjoyable in retrospect than they were initially, while bizarre experiences remained equally enjoyable or improved in retrospect. The pattern remains robust across several types of experiences and for positive and negative experiences.