4th Mediterranean CB symposium

Program

9.45: Welcome and intro

10.00-11.20: Session 1

presentation 1: Charlotte Gaston-Breton (ESCP Europe)
How decluttering and organizing enhance consumers' happiness?
A multicultural exploration through the KonMari method
presentation 2: Sumit Malik (IE Business School, Spain)
Making Yummy, Yummier! The Influence of Food Products' Spatial Distance
within Advertisements on Consumption Desire

11.20 - 11.40: coffee break

11.40 - 13.00: Session 2

presentation 3: Cátia Alves (Universidade Nova de Lisboa)
How brands influence the creative process
presentation 4: Yan Bai (IESE Business School)
Back to the Future:How Past Unintentional Unethical Choices Affect the Ethicality
of Future Intentional Decisions

13.00 – 14.40: Lunch break

14.40 – 16.00: Session 3

presentation 5: Rahil Hosseini (Universitat Pompeu Fabra)
The persuasive power of social presence

presentation 6: Martina Cossu (Bocconi)
Uncommon Beauty: Physically-disabled Models in Ads Positively Affect
Consumers' Responses

16.00 - 16.20: coffee break

16.20 -17.00: Session 4

Presentation 7: Vladimir Melnyk (Carlos III)
Who's to Blame? The Attribution of Service Failures and its Impact on Overall
Customer Satisfaction

Paper Abstracts

How decluttering and organizing enhance consumers' happiness?
A multicultural exploration through the KonMari method
Charlotte Gaston-Breton (ESCP Europe)

How do consumed objects move through the journey from possession to dispossession? Where do consumers find happiness in this process? Prior research mainly focus on the two extreme ends but little is known about how happiness is related to the intermediate stages of "possession", "organization" and "dispossession". Focusing on a decluttering approach, KonMari method (Kondo, 2014), this research aims to yield insights on the pursuit of happiness of consumers in tidying up and organizing possessions. The analysis of 10 English and 10 Mandarin blog narratives reveal how hedonic, eudaimonic and spiritual well-being are differently activated during the decluttering process.

Making Yummy, Yummier! The Influence of Food Products' Spatial Distance within Advertisements on Consumption Desire
Sumit Malik (IE Business School, Spain)

Exposure to food pictures has been shown to spontaneously influence impulse responses, taste perception and satiation. Our research extends this literature by investigating the effect of food product depictions, varying on spatial distance, within an advertisement on an individuals' desire to eat. We find that proximal, up-and-close depiction of food products (especially, of unhealthy items) evinces higher consumption desire. This effect is driven by greater perception of tastiness in response to the proximal depiction of unhealthy food products. Furthermore, we find that the spontaneous effect of such depictions is more likely to occur for single (vs. multiple) exposure advertising formats. In three studies, we corroborate these effects and rule-out alternate interpretations of portion-size perception and perceptual fluency.

How brands influence the creative process
Cátia Alves (Universidade Nova de Lisboa)

Previous research highlights the huge impact brands have on individuals' perceptions and behaviors (Aaker, 1997; Aaker, 1999; Fournier, 1998; Park, 2010). However, managers seem to overlook the importance of brands in creative endeavors. Advertising creators are consumers who rely on brands to develop their self-concept and to express their identity, what distinguishes them from other consumers is that brands are the object of their work. In that sense, I theorize that brands impact the creative process in an advertising context, being able to change final ad creativity and effectiveness.

We know that creative performance is boosted when creatives have fewer mental constrains and pre-conceived thoughts, because this allows creatives to think in a more divergent way (Andrews, 1996; Titus, 2018). Thus, it's possible that more creative work could be produced by creatives who are distant/unfamiliar from the brand they are working on. However, creative performance is also enhanced by intrinsic motivation and passion for the work (Amabile, 1994; Sasser, 2012), thus it would be also possible that creatives who are closer to the brand may produce more creative work. These two possible explanations would be tested to find which of them prevails in an advertising context and under which

specific situations - brand distance vs brand closeness (positive attitude/liking and negative attitude/disliking).

My current evidence is both qualitative and quantitative. I started to interview creative directors to understand how they deal with this matter and I found that they use many different criteria to allocate creatives to projects/brands based on their intuition, without having a clear idea about the impact brands will produce on creative work. In this work, I argue that brands do have an impact and my aim is to understand in which direction does it affects creativity. In a pilot study, I asked Mturk workers to develop a slogan for McDonald's, and I measured the extent to which their attitudes toward the brand and the extent to which they liked it, overall. More favorable brand attitudes produced less creative work but only for participants who scored high in creative personality. Since these results were correlational, I am also conducting an experiment with creatives from around 20 advertising agencies (ongoing). Creatives are required to produce ad scripts for brands they like a lot and brands they dislike (as revealed by a pre-test). Creatives also complete a questionnaire in which I measure their creative personality scores and record their perceptions and feelings regarding their assigned task (e.g., the extent to which they enjoyed creating a script for their brand). The objective of this work is to gain novel insights on the creative process that can help creative directors to improve creativity output by choosing the most suitable project for each creative, based on their current brand attitudes.

Back to the Future:How Past Unintentional Unethical Choices Affect the Ethicality of Future Intentional Decisions
Yan Bai (IESE Business School)

Individuals often engage in unethical behavior unintentionally due to their bounded awareness of ethicality (Bazerman & Sezer, 2016). This paper explores whether removing the boundaries of ethical unawareness can improve the ethicality of future decisions. We provide consistent (and worrisome) evidence from two field studies and two lab experiments that individuals who are made aware of being unintentionally unethical in the past do not make more ethical decisions in the future in comparison to those who remain unaware of the unethicality of their past actions. This finding is contrary to lay persons' predictions that ethical awareness about one's own past unintentional actions should improve the ethicality of one's future intentional decisions. In addition, we demonstrate that even explicit advice from an ethical expert or technical expert, suggesting to engage in a more ethical consequent behavior, does not help improve the ethicality of one's future actions. We show that such an advice can backfire if it comes from a technical expert.

The persuasive power of social presence
Rahil Hosseini (Universitat Pompeu Fabra)

When looking for a travel destination on TripAdvisor or a book on Goodreads, consumers learn about reviewer's experiences, what they liked or disliked about the destination or the book. While the primary goal of browsing through product review websites is to gather information required for purchase decisions, consumers also feel as in the company of the online product reviewers (i.e., social presence) and engage in an imaginary social interaction with them. In this research, we show that social presence has interesting persuasive power: it increases recommendation acceptance even when a non-favored item is recommended. This is because it generates an imaginary social interaction that elevates attitudes towards reviewers and evaluators.

Uncommon Beauty: Physically-disabled Models in Ads Positively Affect Consumers' Responses
Martina Cossu (Bocconi)

More and more companies are changing their way of communicating beauty, taking as models people who deviate from classical standards, for example overweight models and, lately, also disabled models (e.g., Jillian Mercado). How do disabled models in advertisements—as compared to non-disabled models—affect consumers' responses? In a series of studies, we will investigate what is the impact of disabled models on consumers' attitudes, attention and choice. While disabled models to some extent evoke negative emotions (e.g., pity), they more strongly trigger positive emotions. We show that the positive effects cannot be accounted for by social desirability alone.

Who's to Blame? The Attribution of Service Failures and its Impact on Overall Customer Satisfaction
Vladimir Melnyk (Carlos III)

Nowadays, with on the one hand the growing level of competition among service providers, and on the other hand the increased ease with which experiences can be shared among consumers, the level of customer satisfaction is of crucial importance for the success and survival of service providing organizations. Although much is known about how the mismatch between expected and actual service influences consumers' overall level of (dis)satisfaction, little is known about what factors determine the way consumers attribute these service failures and how this attribution impacts key success factors as complaining, switching or repurchasing behavior and the tendency of customers to engage in word of mouth. Knowing what factors determine whether service failures will be attributed internally or externally (i.e., as failures under or beyond the control of the service company) is of great importance to effectively manage customer satisfaction.

This project attempts to specify how the service failure experience in different parts of service journey influence the way customers interpret this experience and how they further translate their dissatisfaction into actions. The objectives are threefold. First, we want to identify which aspects of personal experiences can influence overall satisfaction with the experience and brand image of service provider. Second, how pre-experience expectation can influence consumers' interpretation of the failure. Third, the objective is to establish how such determinants can be used to develop an effective communication campaign to promote service providers.