

## **Unaided vs. Aided Pick-Any Brand Image Data Elicitation**

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We compare conventional unaided brand image measurement against an alternative, where consumers are aided in the elicitation process with prompts that facilitate the recollection of episodic information. Initial findings reveal purchase intention was higher after the alternative approach was used for those that reported using the brand in the past.

## **Effects of Harmony in Color on Perceived Variety and Consumption Estimates**

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Past research shows that perceived variety influences form-based organization of assortment. The research presented in this paper demonstrates that harmony in color has the same impact on consumption that a lack of structure or organization has.

## **Art Infusion: Popularity Does Matter**

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There's been a growing interest in art infusion phenomena among marketing scholars and practitioners. As part of a research examining the effectiveness of art infusion, this study provides a preliminary understanding of this phenomenon. Overall findings suggest that art popularity plays an important role in determining the positive product evaluation.

## **Do Response Time Measures of Gambling-Related Cognitions Predict Gambling Behaviour?**

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Implicit measures of cognition are most useful for predicting addictive consumption behaviors that are hard to resist. In this study, we assessed the extent to which response time measures of reward and relief outcome expectancies associated with gambling predict gambling behavior.

## **When Interdependents do not Donate: The Effect of Fear on Charitable Giving**

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Many studies have found positive correlations between interdependent self-construal and charitable behavior. However, Japanese (high interdependents) donate little. In two experiments, this paper examines the impact of fear on interdependents' charitable giving. The results show that the higher the level of fear, the higher the tendency not to donate.