

Poster Reception

Political Polarization, Personality, and Political Ideology

Pradeep Jacob, Naomi Mandel, Kevin Cosgrove
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Consumers Lack Knowledge About Common Tax Concepts: Results from a Survey

Elizabeth Lyon, Jesse R. Catlin
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A Patient-Oriented Approach to Pretest Social Marketing Stimuli

Marina Moreland
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Trust in a Changing World: Communicating Credible Health Information Via Social Media

Nadeesha H. Bandara, Elizabeth Miller
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Less Harmful \neq Good Choice: Unintended Consequences Of The Effects Of Comparison Between Alternative Tobacco Products

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Engaging Stakeholders in Contentious Social Issues: Risk Perception and Zero-Sum Thinking

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When Trusting Doctors May Be Bad for Wellbeing: Consumer Understanding of Off-Label Prescription Risks and Benefits

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Dynamic Dyads In Military Couples Buying Behaviors: Vulnerability Before, During And After Deployment

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A Study on the difficulties and coping strategies in the first purchase of consumers

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Parental Gender Effects On The Regulation Of Sponsored Child Influencer Unboxing Videos

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“A Vicious Cycle”: Narratives of Consumer Experiences with Payday Loans

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Pain of Panhandling: The Impact of a Cashless Society on Consumer Donations

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Trust building factors and their impact on consumer trust - the case of organic food market in Thailand

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Beyond Nudging - Boosting Consumer Decision-Making through Gamification

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A Cultural Trauma Model of Market (Re)development: A ‘Purpose-driven’ Model to Address Poverty and Injustice

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The Privacy Paradox at a Mobile Coupon Site

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From Nutrition Label to Nutrition Path: An Integrative Review of Consumer Nutrition Information Processing

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Consumer Trust in Smartphone Transaction Market

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The Influence of Surrounding Product Names on Food Consumption

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County-level Agricultural Marketing Labels: Value Proposition or Unwelcome Burden?

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Convincing the general public about the benefits for a state monopoly and restricted accessibility of alcohol – understanding one way of affecting consumers’ beliefs by communication of public policy while they are engaged in effortful activity

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Effect of Non-Haptic Stimuli Evoking Perceived Coldness on Message Preference

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It’s High Time? New Marijuana Discourses and the Experiences of Marginalized Groups in Canada

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A Review And Future Directions Of Green Authenticity Research

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Age Differences in Financial Wellbeing: The Role of Regulatory Focus, Emotions and Financial Literacy

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Brand Activism: The Effect of Consumers' Personal Values on Their Reactions to Brands' Activism Behaviors

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Leveraging online gaming communities to prevent social exclusion and marginalization among youths

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Pricing of Pharmaceuticals in the Supply Chain: Policy Proposals to Improve Affordability

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Using The Federal Reserve Challenge Competition As A Model For The Development Of Consumer Financial Knowledge

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If Childish Gambino cares, I care: Celebrity Influence in Cause Related Marketing

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The Role Of Traffic-Light Labels And Time Pressure In Estimating The Kilocalories And Carbon Footprint Of Food Products

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The Role of Consumer Choice when dealing with Hunger and Food Insecurity: A Qualitative Study on Food Bank Participants and Employees

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The effect of Size of Unit Price on Product Evaluations: The Moderating Role of Brand Familiarity

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Gender Effects in B2B Advertising

Mayoor Mohan, Jodie L. Ferguson, Bruce A. Huhmann
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Skepticism of Customer Reviews: An Online Grocery Shopping Perspective

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Looking back at the 2002 DC sniper attack - Marketing and Public-policy lessons learned.

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Attitude Certainty And Marijuana: Implications For Public Policy

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The Effect of Social Exclusion on Luxury Brand Prominence: Consumer's Preferences Toward Subtle and Prominent Logos

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Organizational Implications for Personal Well-Being

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Veggie Rx: A Preventive Healthcare Program to Alleviate Food Insecurity and Increase Produce Intake

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Regulations and Entrepreneurship in the Craft Brewing Industry

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Using media literacy training to prevent the effect of jihadi groups' discourse on young Westerners

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