



## **That's It! How Language Influences Perceived Price Complexity and Offer Fairness**

Gal Mazor, Dikla Perez, Ann Kronrod

Price perception is a major driver of consumption decisions. In particular, perceived complexity of the price alters perceptions of price and company fairness and may influence purchase decisions. Acknowledging the extent to which price perceptions depend on the way marketers communicate prices, the current research reports findings about an intriguing way to reduce perceived price complexity and influence perceptions of deal fairness: adding the words “That’s it” after the advertised price implies that there is nothing beyond what is said. A field experiment shows that merely adding “That’s it” after the advertised price can increase consumer engagement. Two online studies replicate this effect with attitudes and perceptions, and demonstrate that “That’s it” reduces perceived price complexity and increases perceptions of price fairness, thereby influencing purchase decisions.

# **Asset Pricing Anomalies: Illusionary Opportunities or Money on the Ground**

Guy Kaplanski

This study extends Kaplanski (2023) to explore the activity of arbitrage investors following the discovery of pricing anomalies. After the discovery of anomaly arbitrage capital reshapes out-of-sample returns thereby creating a contrarian effect on the general decay in returns. As a result, the monthly first-day return is responsible for more than 10% of the portfolio value and this value increases to 30% in case of anomalies that are based on monthly past returns like the momentum anomaly. The continuous arbitrage activity indicates that arbitrageurs find anomalies to be profitable in terms of risk and reward in the long run. This reinforces the hypothesis of a repeated mispricing components in anomalies which is difficult to reconcile with full rationality but can be explained by means of investors' behavioral biases.

# **Emotion Detection in Text and Its Influence on Popularity in a Social Network – Based on the American TV Series Friends**

Ilana Porter, Bar Glam, Roni Ramon-Gonen

4.59 billion people worldwide use social networks. Over a billion new posts are uploaded every day to Facebook's applications (Facebook, Instagram, WhatsApp). Social networks play a central role in consumption and marketing, politics, and social aspects. They affect users' decision-making processes, emotions, and behavior. Content on social media can include, for example, movies, pictures, and texts. The emotion expressed in the post content has an influence on the exposed individuals. Emotions can cause the user exposed to the content to follow another user, view more content raised by a certain user, share a post, or express support (or lack of support), thus affecting the popularity of the user. In this work, we examined the ability to automatically identify emotions expressed in texts and the relationship between popularity measures and the emotion expressed by a character. As a case study, we analyzed the texts presented in the popular series "Friends" over ten seasons. We found that women in the series express more emotions in general and, in particular, more emotions of anticipation, joy, trust, and fear. The findings show that emotions can be automatically detected in texts and the relationship between different emotions expressed in the content and various popularity measures can be examined.

# **The effect of entrepreneur attributes on investment evaluations in pitch competitions**

Adi Hoorvitch Lavi, Eyal Yaniv

Investment in early-stage ventures entails significant risk and uncertainty; for this reason, most investment pitches do not result in investments. Whereas the literature in entrepreneurial financing indicates that investors rely on their gut feelings, it remains unclear which entrepreneur attributes factor into this type of intuitive judgment. This study presents a holistic model of entrepreneur attributes as they relate to investors' evaluation of funding potential. The model is divided into three categories: entrepreneur-investor relational attributes, entrepreneur motivational attributes, and venture performance-influence attributes. The model is then tested on real-time pitch competitions, by analyzing data from technology startup entrepreneurs, psychologist evaluators, and investors. The model is grounded in Dual Processing theory and Signaling theory. It is hypothesized that investors base their evaluations on their intuitive judgment of the entrepreneurs. Entrepreneurs' competence, coachability, passion, preparedness and leadership are shown to be associated with investors' evaluations of funding potential.

# **Product Placement as a Green Marketing Platform**

Matti Rachamim, Moran Avital

The study examines product placement's impact on green marketing. In recent years, marketing professionals have invested considerable efforts in finding effective platforms for promoting products among relevant target audiences. As traditional advertising's effectiveness has long been in decline, devising creative brand marketing strategies constitutes a real challenge with long-term economic ramifications. One of the platforms whose use has grown exponentially over the last several years is product placement. Product placement enables brands or brand identifiers to be embedded in mass media by a diverse array of means, and thus target audiences to be influenced while remaining relatively unaware of the promotional intent, this in significant contrast to traditional advertising. The study offers insights into the practice of product placement as it specifically applies to marketing of green products versus conventional commercial ones. The results of the experiment suggest that green product placement tends to be more effective than non-green product placement throughout the main stages of the marketing funnel, from the initial search for information to eventual loyalty and advocacy. The study's primary contribution lies in its focus on effective marketing efforts in brand promotion throughout the customer journey, mainly in view of the intense competition that exists among companies in the present era. In addition, it opens a window toward the creation of an optimal foundation for green marketing.