Selling New Hotel Membership Programs: the Effects of Knowledge-Based Control and Climate For Psychological Safety

Annie Chen, University of Westminster
Norman Peng, University of Westminster

This research examines how knowledge-based control influences hotels’ new membership schemes sales performance. In addition, the moderating effect of climate for psychology safety will also be investigated. 86 key informants filled out the survey. Findings’ implications to hotel management literature and practices are discussed.

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75. Materialism in Adolescence: The Effect of Violent Media

Yupin Patara, Sasin Graduate Institute of Business Administration, Chulalongkorn University
Issariya Woraphiphat, Sasin Graduate Institute of Business Administration, Chulalongkorn University

This research examines the effect of violent media exposure on materialistic value in adolescents. We found that anxiety triggered by violent media exposure leads to a higher materialistic value in adolescents with interdependent self-construal than independent self-construal. We collect data from Thailand (the interdependent-self) and the United States (the independent-self).

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77. Consistent or Not? The Role of Product Visibility in Sequential Decisions

Dikla Perez, Tel-Aviv University, and Technion
Yael Steinhart, Tel-Aviv University
Amir Grinstein, Ben-Gurion University and the VU Amsterdam

This research proposes that the extent to which a consumer’s sequential purchase decisions are consistent, is influenced by the consumption visibility of the product associated with his or her first decision.

78. The Effect of Subjective Abundance on Prosocial Behavior

Ruth Pogacar, University of Cincinnati, USA
Karen Machleit, University of Cincinnati, USA
James Kellaris, University of Cincinnati, USA

Subjective Abundance influences consumers independent of objective resources. Thinking about loved-ones induces subjective abundance, which interacts with Financial Abundance, independent of mood, so people are more prosocial when high in subjective abundance but low in financial abundance, possibly explaining differences in prosociality between higher and lower socioeconomic status individuals.

79. Who Regrets More After a Choice? The Role of Dialectical Thinking

Rongrong Qiu, Fudan University, China
Xiucheng Fan, Fudan University, China

Dialectical thinking means considering two opposites spontaneously and regarding things as changeable and connected. The current article finds that people who have high degree of dialectical thinking experience more post-decision regret than people of low degree of dialectical thinking. The conclusion complements the theory of regret.

80. The Price of Abundance: How a Wealth of Experiences Impoverishes Savoring

Jordi Quoidbach, University Pompeu Fabra
Elizabeth Dunn, University of British Columbia, Canada

In a series of correlational and field studies, we found that being a world traveller—or just feeling like one—undermined the proclivity to savor visits to enjoyable, but unextraordinary destinations by endowing individuals with a sense of abundance.