The Denomination-Spending Matching Effect: When the Magnitude Matches, It Feels Less Painful to Pay

YI LI, HEC Paris, France

This study extends the finding that consumers are reluctant to use large denominations for small purchases and proposes that consumers are also reluctant to use small denominations for large purchases. Two experiments show that when the magnitude of the denomination matches that of the purchase, the pain of paying reduces.

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53. The Effect of Narcissism on Consumer-Brand Relationships

Eunji Lee, Korea University, South Korea
Taeyeon Kim, Korea University, South Korea
Yongjun Sung, Korea University, South Korea
Sunwoong Park, Korea University, South Korea

This study provides an empirical evidence of the link between narcissism and consumer-brand relationships. Overall finding suggest that narcissists, comparing to nonnarcissists, are less committed to brands and more influenced by alternatives, regardless of the investment level.

54. The Effect of Choice Mode by Having Different Choice Set Size

Hyun-Kyung Lee, Korea University, South Korea
Miyeon Eo, Korea University, South Korea
Jung Wan Ryu, Korea University, South Korea

People change their preference or act of choosing can be differ from their choice mode (instrumental vs. experiential) and choice set size. Participants in instrumental condition more like small choice set than large one. On the other hand, participants in experiential condition more like large choice set than small one.

55. How Does Perceptual Disfluency Amplify the Effect of Consumer Reviews?

Changxin Li, Nanjing University, China
Yunhui Huang, Nanjing University, China
Jiang Wu, Nanjing University, China

We conducted three studies to explore the effect of perceptual fluency on the persuasiveness of the consumer reviews. consumers tend to evaluate a positively(negative) reviewed product more positively when perceived disfluency. This effect is reversed when consumers are high in cognitive load, but notable when people are high in need-for-cognition.

56. The Denomination-Spending Matching Effect: When the Magnitude Matches, It Feels Less Painful to Pay

Yi Li, HEC Paris, France

This study extends the finding that consumers are reluctant to use large denominations for small purchases and proposes that consumers are also reluctant to use small denominations for large purchases. Two experiments show that when the magnitude of the denomination matches that of the purchase, the pain of paying reduces.

57. Towards a Comprehensive Understanding of Attention Bias in Choice Process

Yi Li, HEC Paris, France
Selin Atalay, Frankfurt School of Finance & Management

Attention bias refers to more attention being assigned to the chosen option during the choice. Eye-tracking research attributes it to liking’s positive influence on attention. Pre-decisional bias research attributes it to selective information processing. This study fits both explanations into a three-stage-choice-process and demonstrates two explanations jointly explain attention bias.

58. Paying More to Save Less: The Effect of Conditional Promotion on Willingness to Pay

Yi Li, HEC Paris, France
Tatiana Sokolova, HEC Paris, France

This study compares two conditional price promotions and show that “buy two items, get a discount on the cheaper item” induces higher willingness to pay for the second item than “buy two items, get a discount on both items”. The effect holds even when the latter promotion offers greater savings.