Wargames: Exploring Responses to Consumer Creation Requests in a Collectible Toy Figurine Community

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The paper extends our knowledge of consumer creation requests. This preliminary netnographic data analysis of a collectible toy figurine community; WarriorFlex reveals that consumer creativity and discontent leads to unauthorized gaming adaption, official organizations responses to consumer requests and co-creation activities between the manufacturing organization and community members.

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Working Papers

1. Unpacking the Individual Mechanisms of Customers’ New Product Ideation Success
   Oguz Ali Acar, King’s College London

   Crowdsourcing with customers offers unprecedented opportunities for companies to improve the success of their new product development efforts. This study investigates the individual processes which make the ideas generated by customers better. In doing so, it aims to enable managers to harness innovative potential of customers more effectively.

2. I Believe You Are Not Innocent: Consumer’s Attitude Toward Brand In Crisis Depending On BJW Level
   Jung Yong Ahn, Korea University
   Sungmo Kang, Korea University
   Jinwon Kang, Korea University
   Yuhosua Ryoo, Korea University

   The objective of the current research is to test how ‘belief in a just world (BJW)’ affects to consumer attitude toward brand in a brand crisis. In our research, we find that participants who show high level of BJW rationalize and disassociate them with victim of unfortunate event (brand crisis).

   Navdeep Athwal, Warwick Business School, University of Warwick, UK
   David Fleming, Eastern Illinois University, USA

   The paper extends our knowledge of consumer creation requests. This preliminary netnographic data analysis of a collectible toy figurine community, WarriorFlex reveals that consumer creativity and discontent leads to unauthorized gaming adaption, official organizations responses to consumer requests and co-creation activities between the manufacturing organization and community members.

4. Online Property Marketing: The Effect of Presentation Style on Intention to Inspect
   Jacqueline Baker, Monash University, Australia
   Professor Harmen Oppewal, Monash University, Australia

   This research examines online property marketing and the effect of visual (floor plans) and verbal (text descriptions) apartment representations on consumer intention to inspect property.

5. Social and Physical Environmental Efficacy: Concept Introduction and Scale Creation
   Debra Z. Basil, University of Lethbridge, Canada

   Efficacy has been shown to impact individual behavior. This research identifies two sub-dimensions of efficacy (social and physical environment). Scales are created and tested in three focus groups and five empirical studies. Results show social environment and physical environment efficacy scales help us better understand individuals’ responses to persuasive communications.