Universal Consumer Motivation Scale (Cms) – Construction, Validation and Application

Dominika Maison, Psychology Department, University of Warsaw, Poland
Magdalena Poraj-Weder, Psychology Department, University of Warsaw, Poland

Based on four survey studies (each based on national-wide representative sample, n=1000) we constructed 26-items Consumer Motives Scale (CMS) and Consumer Motivation Model. The scale fits to all psychometric standards (validity, reliability). The CMS consists of 5 major consumers’ motivations: power/recognition; control, belonging, reward, quality.

[to cite]:

[url]:
http://www.acrwebsite.org/volumes/1018961/volumes/ap11/AP-11

[copyright notice]:
This work is copyrighted by The Association for Consumer Research. For permission to copy or use this work in whole or in part, please contact the Copyright Clearance Center at http://www.copyright.com/.
59. Emoticon Usage in Social Media: Influences of Social Presence and Motivation Orientation

Shuling Liao, College of Management, Yuan Ze University
Cindy Yunhsin Chou, College of Management, Yuan Ze University
Meng-chen Lin, College of Management, Yuan Ze University

We examined the relationship among social presence perceptions, motivation orientation and emoticon usage, and investigated the moderating effect of self-monitoring on emoticon usage in social media. Motives including expressive and benefit orientations were found determine emoticon usage towards social presence. Self-monitoring influences emoticon usage for utilitarian benefits in social media.

60. Are Product Review Sites Forums or Battlefields? A Qualitative Study of Consumer Attribution and Dialectical Thinking in eWOM Communication

Shuling Liao, College of Management, Yuan-Ze University, Taiwan
Brandon DuBreuil, College of Management, Yuan-Ze University, Taiwan

This study intended to observe how consumers communicate amongst one another in an online review setting by adopting the attribution and the dialectical thinking theories to explain some interpersonal communications in eWOM interaction.

61. The Match-up Influences of ad Appeal, Product Category, and Brand Strength on Inducing Affective Forecasting Biases

Shuling Liao, College of Management, Yuan-Ze University, Taiwan
Ting-i Wang, College of Management, Yuan-Ze University, Taiwan
Meng-chen Lin, College of Management, Yuan-Ze University, Taiwan
Tzu-han Lin, College of Management, Yuan-Ze University, Taiwan

Biases due to underestimation or overestimation of consumption satisfaction often occur between predicted and actual emotions. This research explores how ad execution, product category, and brand strength in the advertisement will trigger consumers to generate forecasts of future consumption emotion, and how these forecasts might lead to affective forecasting bias.

62. Postmodern Self and Self-Presentation in Online Social Networks

Heejin Lim, Faculty of Retail and Consumer Sciences, The University of Tennessee, USA
Melanie Doss, Ph.Candidate in Retail and Consumer Sciences, The University of Tennessee, USA

This study explores consumers’ self-presentation in online social networks. Using a dramaturgical approach, this study examines virtual strategies of self-presentation, and the impact of the audience in self-disclosure on Facebook. In-depth interviews reveal eight distinct types of Facebook users in terms of the degree of self-disclosure and behavioral orientation.

63. Accept the Product You Are Anxious About: How Much of a Role Does Hope Play And When?

Yu-Ting Lin, Imperial College London, United Kingdom
Andreas Eisingerich, Imperial College London, United Kingdom

Since new products are also associated with high levels of uncertainty and risk, consumers believe innovative offerings could provide possibilities in their lives due to product-related hope but may also be anxious about the product’s performance. Thus, driving forces of hope versus anxiety, and self-esteem on adoption are worthy of further investigation.