Consumers’ Reactions to Assortment Reductions and Shelf Categorizations

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In order to support customers in their shopping processes, retailers should take into account (1) the actual assortment size and (2) the categorization of the shelves. We show in a field setting that both instruments simplify customers’ shopping processes. The combination of both instruments shows the most positive outcome.

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21. Female Perceptions of TV Models Attractiveness and its Effect on Advertising Likability: An Exploratory Study

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This exploratory study aims to examine female’s perception of TV models attractiveness and its effect on advertising likability. A mixed-method was adopted to collect data from 140 respondents in Eastern Europe. The results suggest that the normally attractive models generated a greater degree of positive effect, which have improved advertising likability.

22. Peer Group Influences in Development of Self-Brand Connections

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Although peers’ role in consumer socialization process is well acknowledged, little is known with regard to their influence in development of self-brand connections. The paper addresses this gap and finds that, compared to children, adolescents perceive higher self-image congruity with peers and incorporate larger number of peer-associated brands into self-descriptions.

23. Consumers’ Reactions to Assortment Reductions and Shelf Categorizations

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In order to support customers in their shopping processes, retailers should take into account (1) the actual assortment size and (2) the categorization of the shelves. We show in a field setting that both instruments simplify customers’ shopping processes. The combination of both instruments shows the most positive outcome.

24. Sharing and social Bonds, A Disruptive View of Luxury

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This research aims to study the multiple meanings of luxury in the consumer society. To address this objective, an interpretive study based on verbal accounts and visual methods was carried out. Findings illustrate that sharing, togetherness, belongingness, and the gregarious self are keys in understanding the contemporary view of luxury.

25. Giving with the Hand that Bites: A Fresh Perspective on Communal Consumer Loyalty Programs

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Eric Remy, Iae Rouen France*

Communal loyalty programs have been introduced as a new form of loyalty programs that elicit emotional connections with the brand. Unlike approaches where loyalty of this kind is based on a gift’s linking value, we analyse it in relation to the concept of the gift that bites.

26. The Effects of Shopping Goal Concreteness on Shoppers’ Behavior and Inspiration in Online Retailing

Thomas Rudolph, University of St. Gallen, Switzerland
Tim Böttger, University of St. Gallen, Switzerland*

We reveal that shoppers with concrete (vs. abstract) shopping goals focus less on product displays, but more on user recommendations in e-retailing. Attention paid to navigation elements and product displays correlated negatively with shoppers’ inspiration, whereas attention to user recommendations and low shopping goal concreteness had positive effects on inspiration.