The Effects of Perceived Goal Progress and Assortment Size on Choice

Moon-Yong  Kim, Hankuk University of Foreign Studies, South Korea

When consumers buy multiple items simultaneously, this research proposes that (1) consumers’ perceived level of goal progress will affect their relative choice share of vices (vs. virtues); and (2) their perceived goal progress will moderate how assortment size influences their choice between vices and virtues and their variety-seeking behaviors.

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38. The Effects of Perceived Goal Progress and Assortment Size on Choice
Moon-Yong Kim, Hankuk University of Foreign Studies, South Korea*

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39. “Piled Higher and Deeper”: Insights into “The PhD Comics” as a Co-Creative Consumption Experience
Markus Wohlfeil, Norwich Business School, University of East Anglia, UK*
Mar Solé, Copenhagen Business School, Denmark*

The Piled Higher and Deeper comic strips appeal to a very distinct brand community that is narrowly defined by common shared experiences as postgraduate researchers. This netnographic study explores whether, to what extent and how members of Piled Higher and Deeper brand community are getting actively involved in co-creation activities.

40. Subjective Expected Utility and Subjective Well-Being: Effect on Luxury Consumption in Transitional Economies
Gregory Kivenzor, Rivier University, USA*

Transitional economies represent a substantial market potential. However, understanding of the “anomalies” of consumer behavior in those countries lacks specificity due to dynamic changes in economic, social and political environment. The paper applies a concept of subjective expected utility and analyzes consumer subjective well-being in BRICS.

41. Brand Extensions and Consumer fit: Prototype or Exemplar
Pronobesh Banerjee, Winston Salem State University, North Carolina, USA
Ze Wang, University of Central Florida, USA
Sanjay Mishra, University of Kansas, USA*
Surendra Singh, University of Kansas, USA*

More than 80% of new products are brand extensions; the majority of them fail in the marketplace. In a series of experiments, we find that by increasing the match between the extension type (prototype or exemplar) and audience characteristic (independent versus interdependent self-construal), a firm can bolster its extension’s success.

42. Branding 2.0: The Interplay of Fair-Trade and Private Labeling, and The Role of Gender
Mastoori Yassaman, IE Business School*
Stamatogiannakis Antonios, IE Business School
Mukesh Mudra, IE Business School
Luffarelli Jonathan, IE Business School
Dilney Gonçalves, IE Business School

We find that the fair-trade label increases the quality perception and purchase intentions of females only for private labels. In opposition, the fair-trade label increases the quality perception and purchase intentions of males only for national brands. We attribute these findings to differences in the perception of fair-trade between genders.