Favorites Fall Faster: Consequences of Initial Preferences

Alexander DePaoli, Stanford University, USA
Uzma Khan, Stanford University, USA

We investigate the role of initial stimulus "liking" on the rate of satiation. Intuitively, it might be assumed that stimuli "liked more" tend to be enjoyed longer and more consistently. However, we demonstrate that more liked stimuli may satiate at a much faster rate than much less liked stimuli.

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43. Working and Consuming Together: Talking about New Workplaces and Collaborative Consumption

Stéphanie Toussaint, Université catholique de Louvain, Belgium*
Mike Friedman, Université catholique de Louvain, Belgique
Nil Özçağlar-Toulouse, Université Lille Nord de France - SKEMA Business School, France

This research investigates the consumption of ‘shared’ spaces, activities and objects in the realm of workplaces. It explores how consumption expresses itself within new forms of working environments, by looking at public workplaces, collaborative consumption and consumers in motion.

44. Social Media as Innovation: Students’ Perceptions on the Use of Social Media Tools in Pedagogy

Stacy Neier, Loyola University Chicago, USA*
Linda Tuncay Zayer, Loyola University Chicago, USA*
Carolyn Rivers, Loyola University Chicago, USA*

This research examines students’ perceptions of the use of social media tools in the classroom. Findings suggest the pedagogical use of social media is related to perceptions of instructor and university innovativeness. This research contributes to a growing body of literature about social media and offers theoretical and pedagogical implications.


Sridhara Raghavan, Icfai Business School, Hyderabad, India*
Sridhar Samu, Indian School of Business, Hyderabad, India*

The relationship between attitude functions, its affective-cognitive bases and attitude was proposed in an integrated framework of persuasion. This framework was tested using SEM. The implications are demonstrated in a set of matching studies which indicate that matching both functions and affective-cognitive bases is more effective than matching only one.

46. Favorites Fall Faster: Consequences of Initial Preference

Alexander DePaoli, Stanford University, USA*
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47. In a New Grade, In a New Pair of Shoes: Child-Parent Negotiation in the Back-to-School Shoe Shopping Ritual

Katherine Sredl, University of Notre Dame, USA*
Butigan Ruzica, Zagreb University, Faculty of Economics, Department of Marketing

We conducted ethnographic research on the back-to-school shoe shopping ritual to challenge the assumptions of consumer socialization of children. The findings show that children are active participants in consumption rituals: they re-appropriate the evaluative frameworks of their parents and articulate desires, influenced by peers.