The Negative Stigma of Coupon Redemption

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Improving Consumer Quality-Efficiency By Using Simple Adaptive Feedback in a Choice Setting
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This paper proposes a feedback control based adaptive scheme for providing choices for users in a web setting. We hypothesize that using this scheme for updating the number of choices presented produces an efficient method of user interaction. We conducted an experiment with seventy-five subjects who had to choose a computer they would buy, given monetary constraints from a large choice set. We used various algorithms for number of choices to be presented to the users in a time-sequential manner. One algorithm was the proposed Simple Feedback Algorithm, which was proven by the data collected to be the most quality-efficient.

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Relationship Stages and Consumption Patterns: Variations in Object Attachment and Importance of the Brand
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Consumers’ interpersonal relationships have often been excluded as explanatory variables in consumption behavior (Richins, 2001), despite their ability to affect consumption practices (Johnson and Thomson, 2003). As intimate interpersonal relationships relate to consumers’ happiness, feelings of self-esteem, fulfillment, goal achievement, and general well-being (e.g., Leary, 1999; Leary and Downs, 1995; Peplau and Perlman, 1982; Mikulincer, et. al, 2003) they are likely to influence both the type and the volume of products consumed.

We propose that the effect of interpersonal relationships on consumption behavior can be observed by taking into account different relationship stages. For example, research has shown that divorced men and women dine out more often than their married counterparts, and women spend more money on shoes and hair care if they are divorced rather than married (Silverstein and Fiske, 2003).

If consumption patterns differ across stages of the relationship cycle, marketers could approach consumers with more targeted advertising messages when their relationship stage could be identified. Similarly, consumers could better protect themselves from persuasive messages by recognizing that a particular relationship stage might leave them vulnerable to such claims.

The purpose of this paper is to present a framework of consumption patterns across relationship cycle stages. We propose four different relationship cycle stages—single life, infatuation, committed relationship, and dissolution—and relate them to object attachment and the importance of brands. Each stage is signified by a distinct combination of object attachment and brand importance, in which brand importance can be high or low and object attachment broad or narrow, and deep or shallow. Breadth of attachment denotes the volume of objects that the consumer is attached to, whereas depth signifies the meaningfulness of the attachment. Brands are separated from objects, as they are vehicles of self-expression used for the creation of an ideal-self (Hogg et. al., 2000).

Consumer lifecycle stages and consumption
In the single life stage consumers are seeking to define their self-identity. An identity is effectively communicated through the brands the consumer chooses. For example, a woman can choose to be a sporty Esprit girl, or a classy Armani woman. Product categories that are often used for the purpose of communicating one’s identity are those that are highly observable in nature, such as clothing, beauty products, and services, which can communicate the status and attractiveness of the owner. Therefore, we predict the importance of brands, as well as the object attachment to increase. More specifically, we predict that the object attachment increases both in breadth (as there are many objects the consumer is likely to be attached to) and in depth (as the meaning the consumer attaches to objects is likely to be very elaborate).

In the infatuation stage, a consumer has found a potential partner that s/he is infatuated with. To maintain harmony and ensure the success of the relationship, consumers often try to communicate their ideal self-identity to their partner. As a result, the importance of brands (as they signal status and quality) is likely to remain high. However, the breadth of the attachment to objects is likely to decrease. With the advent of the new partner, the objects no longer play such a central role they used to do. Thus, as compared to the single life stage,