Confused, Frustrated, and Angry: Consumer Responses to Promotional Messages in Online Service Transactions

S. Adam Brasel, Boston College, USA

Promotional nesting in online services, such as offering music downloads when purchasing concert tickets, is increasingly commonplace. In a goal-driven service transaction, consumers cannot simply avoid unwanted promotional messages as they are unsure of the promotional content’s goal-relevance. An online study shows that nested promotions confuse and frustrate web novices, who are unsure if promotion participation is necessary to continue the central service transaction. Experts find nested promotions frustrating when they are on the same page as service content; promotions on separate (interstitial) pages elicit anger. While immediate compliance with promotions appears high, actual consumer follow-through expectations are very low.

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Danziger, Pamela N. (2002), Why People Buy Things They Don’t Need, PMP.

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Empty Pockets Full Stomachs: How Money Cues Induce People to Hoard Calories
Barbara Briers, HEC Paris, France
Sandra Laporte, HEC Paris, France

Abstract
Building on the security function of both money and food, we show in 5 studies that monetary cues can induce people to hoard calories as a means of securing their resources. In study 1 we test the main effect of money cues on food (caloric) preferences. In study 2 and 3 we illustrate the moderating effects of a resource manipulation (study 2) and individual differences in the security-worry meaning of money (study 3). Study 2 also reveals that calorie underestimation is mediating the effect of monetary stimuli on food preferences. Finally, in study 4, a general reward explanation is ruled out.

According to standard economics, money can be considered a conditioned reinforcer that gains its motivational property only because of its repetitive association with unconditioned reinforcers, such as food (e.g., Camerer, Loewenstein, and Prelec 2005). In psychological terminology, this tool theory about money (Lea and Webley 2006) corresponds to the security meaning of money (Rose and Orr 2007; Yamauchi and Templer 1982): money is considered to be instrumental; money is viewed as a means to obtain biologically relevant incentives. For most of humankind’s history, however, food was the most relevant biological incentive (Diamond 1997), the ultimate form of resource security (Fieldhouse 1995). Building on the security function of both money and food, it seems reasonable then, to suggest that money as a conditioned reinforcer, is in particular ‘conditioned’ to food, and probably more to food than to other ‘unrelated’ rewards.

In behavioral studies there is a growing body of research supporting a close relationship between money and food. Nelson and Morrison (2005) found that men who feel either poor or hungry prefer heavier women than men who feel rich or satiated. This idea is