Do Hedonic Benefits Always Create “Hedonic” Feeling? Two Influential Factors on Effectiveness of Hedonic Rewards Design

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The effectiveness of hedonic loyalty rewards is controversial in loyalty program literature since hedonic rewards do not always appeal to customers in the way that marketers expect. Current research finds that two influential factors, i.e. consumer regulatory orientation and media magnitude of loyalty program, can impact consumer’s response to loyalty programs with hedonic rewards design.

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Individuals feel like incompetent consumers after post-purchase discovery of a lower available price. This effect is attenuated when purchase immediacy is high, where the purchase was made out of immediate necessity. We present a model showing that consumer incompetence is moderated by purchase immediacy and mediated by regret.

89. Assessment of Heterogeneity of Compulsive Buyers Based on Affective States Preceding Buying Lapses

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We examine the heterogeneity of compulsive buyers based on the frequency of affective states preceding buying lapses. Contrary to the mood-repair view of compulsive buying, we identify two subtypes of compulsive buyers: one whose buying is mainly triggered by negative affect, and the other that is triggered by boredom.

90. Do Hedonic Benefits Always Create “Hedonic” Feeling? The Impact of Two Factors on Consumer’s Response to Hedonic Rewards Design of Loyalty Program

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Hedonic rewards do not always appeal to customers as marketers expect. Through two experiments, the authors propose that one scheme of loyalty program design (i.e. magnitude of rewards medium) and one consumer dispositional characteristic (i.e. self- regulatory concern) can influence consumers’ affective and cognitive responses to the hedonic benefits of a loyalty program.

91. Compulsive Buyers Show an Attentional Bias in Shopping Situations

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This research used eye tracking to examine attentional processes that underlie compulsive buying. The results demonstrate an attentional bias. That is, compulsive (vs. noncompulsive) buyers are more likely to get distracted by products unrelated to their goal. The effect emerges only when the task is framed as a shopping situation.

92. Physical Temperature Effects on Consumer Decision Making

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The present research explores the influence of temperature experiences on consumers’ decision-making. The experiments reveal that physical coldness vs. hotness enhances consumers’ tendency to buy, but decreases the inclination to sell products. These effects are moderated by the strength of belief in the association between temperature and abundance.