It’S Not All About Coffee: Netnography of the Starbucks Brand Page on Facebook

Heejin Lim, University of Tennessee, USA
Jewon Lyu, University of Tennessee, USA

This study aims to discover the nature and meanings of brand social networking on Facebook. Netnography of the Starbucks Page on Facebook unveils a spatial meaning of the brand Page and the multifold meanings of the brand shared through the platform. Findings of this study support the postmodern consumption theory.

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76. Exploring Consumer Attitudes toward Social-Network Advertising
Cuauhtemoc Luna-Nevarez, New Mexico State University, USA
Jennifer Zarzosa, New Mexico State University, USA

Drawing upon the Theory of Reasoned Action, we develop a theoretical framework to explain the antecedents (perceived utility, attitude toward advertising, and advertisement intrusiveness) and consequences (intention to engage in online word-of-mouth and purchase intention) of social network advertising. A structural equation modeling analysis confirms the hypothesized causal relationships.

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Heejin Lim, University of Tennessee, USA
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This study aims to discover the nature and meanings of brand social networking on Facebook. A Netnography of the Starbucks Page on Facebook unveils a spatial meaning of the brand page, and the multifold meanings of the brand shared through the platform. Findings of this study support the postmodern consumption theory.

78. Changing Consumption Habits: Does Personalization Really Work?
Kirsikka Kaipainen, VTT Technical Research Centre, Finland
Brian Wansink, Cornell University, USA

Most dietary programs fail to produce sustainable behavior changes, since participants soon return to their old habits. Small changes based on simple behavioral heuristics have the best chance to be maintained. This study suggests that effectiveness of small habit changes is improved through personalization to circumstances and psychological needs.

79. Getting Lucky: When Loyalty Status Makes You Feel Lucky
Rebecca Walker Naylor, Ohio State University, USA
Kelly L. Haws, Texas A&M University, USA
Christopher Summers, Ohio State University, USA

Might loyalty status spillover into expectations about outcomes that should not be affected by membership (i.e. random events)? We suggest loyalty fosters a sense of deservingness that transfers to randomly determined outcomes, and propose that loyalty can lead consumers to feel lucky.

80. Feeling Lucky while Feeling Good: The Relative Impacts of Superstitious Beliefs and Affect on Consumer Judgment and Choice
Thomas Kramer, University of South Carolina, USA
Meredith David, University of South Carolina, USA

We examine the moderating role of superstitious beliefs on the established relationship between affect and preferences for a hedonic vs. utilitarian product. Two studies show that luck primes are more important than affect in influencing preferences, but they are less influential among consumers who have a high chronic belief-in-good-luck.

81. Shame on You! Motivating Consumer Behavior with Shame Appeals
Jennifer Jeffrey, University of Western Ontario, Canada
Juan Wang, University of Western Ontario, Canada
Dante M. Pirouz, University of Western Ontario, Canada
Matthew Thomson, University of Western Ontario, Canada

Social marketers use emotion-invoking appeals as a frequent persuasion technique but discount shame due to its association with avoidance behaviors and withdrawal. This research provides initial support that the intensity and self-focused nature of shame make it a helpful emotion to elicit in contexts aimed at changing a target’s behavior.