Marketplace Metacognition in Consumer-To-Consumer Inferences: I Buy For Quality, You Buy For Status

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Across three studies participants identified quality reasons for their own and status reasons for others' purchases. These findings occurred in recollected purchases (Study 1), when holding the products constant across condition, and when controlling for social desirability (Study 2). Consumers appear to be unaware of these consumer-to-consumer differences in metacognition (Study 3).

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54. Mark of Popularity or Distrust? The Role of “Peer Purchase Number” as a Cue Affecting Consumer Attitudes in the Web-Based Retail Context

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This study explores the role of peer purchase number (PPN) as a social cue affecting consumer attitudes online. In our experiment, increased PPN positively affected company/product evaluations, trust, and affirmation. Compared to the control condition where no PPN information was indicated, however, exposure of the small PPN negatively affected attitudes.

55. Network Coproduction: The Role of Self-Presentational Persona in Electronic Word-Of-Mouth

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Consumers are regarded as active network co-producers to present their self-concept though constructing eWOM. However, research that documents the link between self-presentational persona and eWOM is scant. We study show that consumers’ self-presentational persona responds differently to their motives to post-eWOM.

56. Examining Consumer Response to Preferential Treatment Practices

Lan Xia, Bentley University, USA
Monika Kukar-Kinney, University of Richmond, USA

The practice of preferential treatment (i.e., treating and serving some customers better than other customers) is popular but involves both philosophical controversies and empirical inconsistencies. This research systematically examines characteristics of preferential treatment, its impacts on emotions and cognitions, and the underlying mechanisms of these effects.

57. Burger or Yogurt? The Effect of Private vs. Public Consumption Contexts on Indulgent Behavior

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Yin-Hui Cheng, National Taichung University of Education, Taiwan
Chien-Jung Huang, National Chung Cheng University, Taiwan
Yun Ken, National Yunlin University of Science and Technology, Taiwan

We conducted three studies and find that individuals tend to make choices other than those they favor privately when they anticipate that others will form impressions of them based on the decisions they make. Research findings support our basic prediction that people are more indulgent in private than in public.


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Across three studies, participants identify quality reasons for their own and status reasons for others’ purchases. These findings occur in recollected purchases (Study 1), when holding the products constant across condition, and when controlling for social desirability (Study 2). Consumers appear to be unaware of these consumer-to-consumer differences in metacognition (Study 3).