Virtual Endowment: How Location and Duration of Virtual Ownership Influence Valuation

Elisa K. Chan, Cornell University, USA
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We examined the endowment theory in an online context and with virtual ownership. We found that simply putting an online product on a webpage versus in an online shopping cart triggers different willingness to pay. Our study suggested that general and personal virtual shopping cart elicited different perceived values.

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136. Presentation of Comparative Prices: Role of Working Memory

Rajneesh Suri, Drexel University, USA
Shan Feng, William Patterson University, USA
Rajesh Chandrashekran, Farleigh Dickinson University, USA

Comparative price promotions produce favorable consumer value perceptions and stimulate sales. This research suggests that the mental effort required when deciding about a price affects perceptions of discounts presented in vertical and horizontal formats. Three studies show that constraints on working memory resources favors computation of vertically vs. horizontally presented prices.

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138. The Effects of Scarcity Claims on Consumers’ Willingness to Pay

Doreen Pick, Freie Universität, Germany
Peter Kenning, Zeppelin Universität, Germany
Felix Eggers, Zeppelin Universität, Germany

According to scarcity theory, time-limited offers can have positive effects on consumers’ purchase intentions. We examine the impact of several scarcity claims on consumers’ willingness to pay. Our results show mixed findings regarding different claims and product categories, which provides a basis for further investigation.

139. Don’t Think Twice: The Effects of Decision Confidence on the Experienced Utility of Incidental Rewards

Aaron Snyder, Stanford University, USA
Maya Shankar, Stanford University, USA
Baba Shiv, Stanford University, USA

Research has shown that confidence in one’s choice can increase satisfaction with the chosen outcome. We extend these findings to show that decision confidence can have downstream consequences on perceptions of incidentally-acquired rewards as well.

140. Your Cheating Heart: The Negative Impact of Sales Promotions on Loyalty

Olga (Olya) Bullard, University of Manitoba, Canada
Kelley J. Main, University of Manitoba, Canada
Jennifer J. Argo, University of Alberta, Canada

We examine the impact of consumers’ use of sales promotions on service providers. Study 1 reveals that service providers see consumers who redeem coupons and free gifts/service as disloyal. Study 2 identifies two moderators: size of sales promotion and existence of the relationship between consumer and service provider.