Emotional Value of Co-Creation: Can Co-Creation of a Service Recovery Defuse Customers’ Anger?
Joohyung Park, University of South Carolina, USA
Sejin Ha, University of Tennessee, USA

This study examines 1) whether co-creation of recovery outperforms a traditional firm-driven recovery in reducing customers’ anger caused by a service failure, and 2) a condition under which such effect fades away (i.e., when compensation is offered simultaneously). The online scenario-based experiment confirmed the assertion of this study.

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**02-C: Emotional Value of Co-creation: Can Co-creation of a Service Recovery Defuse Customers’ Anger?**

Joohyung Park, University of South Carolina, USA
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**02-D: The Effect of an Abstract vs. Concrete Mindset on Coping Behavior in Negative Emotion-Laden Trade-offs**

David L. Alexander, University of St. Thomas, USA
John Sailors, University of St. Thomas, USA

We examine how assuming an abstract or concrete mindset changes the negative emotion generated by difficult trade-offs. We show that assuming an abstract mindset reduces perceptions of the negatively emotional stress in difficult trade-offs and explore the lower levels of coping behavior during choice that result.

**02-E: How Embarrassment Affects Consumer Evaluation of Conspicuous Products**

Xiaobing Song, Dalian University of Technology, China
Feifei Huang, Chinese University of Hong Kong, Hong Kong, China
Xiuping Li, National University of Singapore, Singapore

The current research examines how embarrassment influences conspicuous consumption. It is predicted that consumers who are feeling embarrassed would evaluate a branded product with the salient brand logo less favorably. The results further show that the effect would be more robust among consumers who have lower self-esteem.

**02-F: What About Me? Empirical Evidence of Consumer Envy and Destructive Envy Behavior**

Inga Wobker, Zeppelin University, Germany
Isabella Maria Kopton, Zeppelin University, Germany
Peter Kenning, Zeppelin University, Germany

In everyday economic life, consumers are often treated differently. As a consequence consumer envy may result if treated worse. As envy is often associated with destructive behaviors for instance lower willingness-to-cooperate, surprisingly little research on consumer envy has been done. This study provides insight into this important issue.

**02-G: Coping With Disgusting Consumption: Managing Threats From Self And Others**

Kivy Weeks, University of Connecticut, USA

This research investigates disgust associated with consumption. It proposes that disgust poses both personal and social threats that consumers must manage. Using a netnographic method, eleven themes for how individuals cope with disgusting consumption on a cloth diapering discussion board are identified. These themes support a dual-threat conceptualization.

**02-H: Hiding the Food from your Customers: Use of Surprise in Food Presentation**

Hua (Olivia) Lian, University of Alberta, Canada
Jennifer J. Argo, University of Alberta, Canada

We examine how food presentation style (stacking food vertically vs. laying food horizontally on plates) affects consumers’ likelihood of ordering a dish. Results indicate that consumers are more likely to order a vertically than horizontally presented dish, and it is mediated by the pleasant surprise consumers anticipate from the former.