Influence of Personal Control and Environmental Cue on Consumer Cheating

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We examine the effect of personal control on unethical consumer behaviors. We find that individuals feeling low (vs. high) control are more likely to view unethical behaviors as acceptable (S1) and engage in cheating behaviors (S2). This is moderated by how salient individuals perceive the opportunity of cheating to be.

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16-D: Consumers’ Perceived Counterfeit Detection: A Construct with Formative Measurement Nature and its Relevance to Construct Validation

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In the context of deliberate counterfeit consumption, we theoretically justify the proposed construct of “consumers’ Perceived Counterfeit Detection by important others” (PCD). We emphasize PCD’s formative measurement as opposed to its reflective measurement nature; empirically demonstrate PCD’s existence according to our initial results; and describe its relevance to construct validation and unethical behavior.

16-E: Influence of Personal Control and Environmental Cue on Consumer Cheating

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We examine the effect of personal control on unethical consumer behaviors. We find that individuals feeling low (vs. high) control are more likely to view unethical behaviors as acceptable (S1) and engage in cheating behaviors (S2). This is moderated by how salient individuals perceive the opportunity of cheating to be.

16-F: Service Failures in Gift Orders: The Mediating Role of Guilt

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This research examines consumers’ reactions to service failures from a psychological contract perspective. We find that consumers are more dissatisfied with service failures in gift orders. We demonstrate that consumers’ perception of whether a promise is made moderates the relationship. Consumers in the gift order condition reacted more negatively to service failures when sellers make an explicit promise. Finally, we show the mediating effect of feelings of guilt.

16-G: The Effect of Guilt in the Service Recovery Paradox

Yin-Hui Cheng, National Taichung University of Education, Taiwan
Shih-Chieh Chuang, National Chung Cheng University, Taiwan
Po-Dong Huang, National Chung Cheng University, Taiwan
Sui-Min Wang, National Chung Cheng University, Taiwan

Our research explores the effect of “guilt”. The results of our experiments demonstrate that if customers are compensated for service failures by receiving better than anticipated service, they will commonly experience feelings of “guilt.”

17-A: Eating Right, Exercising, and....Reading? The Effect of Reading about Health-Related Topics on the Internet

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Stephen J. Gould, Baruch College, CUNY, USA

Reading a health-related article leads consumers to feel healthier. Frequent exercisers who read a health article were more likely than those who read a history article to ironically choose a fashion sneaker over a fitness shoe. The research expands the notion of what constitutes a health-promotion behavior leading to licensing.