The More You Think You Know, the More You Want to Touch: Subjective Knowledge and Haptic Exploration

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Subjective knowledge affects one's desire for pre-purchase haptic exploration. Regardless of product category, people who think they know a lot about a product category are more likely to want to touch a product prior to purchase than people who think they know little about a product category.

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27-G: The More You Think You Know, The More You Want to Touch: Subjective Knowledge And Haptic Exploration

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27-H: Exploring Boundary Conditions for Motor Fluency Effects

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Prior research has demonstrated that individuals prefer haptic objects oriented toward the limb(s) dedicated to act upon them, even without an intention to act. We show that, when added as collateral objects in a product advertisement, such objects can also influence the evaluation of the advertised product, even if totally unrelated.

28-A: Entering Consumption: A Greeter at the Store Entrance Positively Influences Customers' Spending, Satisfaction, and Employee Perceptions

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This research investigates how a greeter at the store entrance affects consumer behavior and attitudes. We find that customers’ employee perceptions, satisfaction, and approach behavior are positively influenced by a greeter, but somewhat differently between males and females. Findings are discussed in terms of suspiciousness, evolutionary psychology, and similarity-attraction theory.

28-B: Under-Promise and Over-Deliver: The Role of Wait Time Expectations and Wait Prediction Accuracy on Evaluations

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Patrick Fennell, Louisiana State University, USA
Stephanie Mangus, Louisiana State University, USA
Judith Anne Garretson Folse, Louisiana State University, USA

In contrast with the negative effects found in extant literature, recent research shows positive consequences of waiting. Using the disconfirmation of expectations theory, our work extends the positive implications of waiting by considering wait expectations and accuracy of predicted wait, showing when and why longer waits yield more positive evaluations.

28-C: Consumers’ Reactions to Assortment Reductions and Shelf Categorizations

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In order to support customers in their shopping processes, retailers should take into account (1) their actual assortment size and (2) the categorization of their shelves. We show in a field setting that both instruments simplify customers’ shopping processes. The combination of both instruments shows the most positive outcome.