Protections Against Agent Opportunism: Customer Assumptions and Marketplace Realities

Gulnur Tumbat, San Francisco State University, USA
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Why customers participate in marketplaces where they aren't protected from opportunism by the standard agency safeguards? Using ethnography/interviews with clients/guides on Everest, we show that clients are willing to accept an exchange agreement that doesn’t provide them with the protections predicted by agency theory. We discuss implications for conventional contexts.

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11-A: Consumption-Related Challenges and Consumers’ Accumulation of Field-Specific Forms of Capital

Pierre-Yann Dolbec, York University, Canada

How do consumers accumulate field-specific social and cultural capital? By attempting to resolve consumption-related challenges, consumers use three strategies which lead them to develop such forms of capital. This process ultimately brings about changes in their consumption practices and deepens their involvement within the field.


Wei-Fen Chen, University of Illinois at Urbana-Champaign, USA

We investigate the extent to which affordable fashion brands (high-end image, low-end prices) use country of origin to support their brand image. An analysis of brand positioning reveals that ZARA, UNIQLO, and H&M do not universally use COO but differentiate themselves as “affordable luxury,” “smart street style,” and “disposable fashion.”

11-C: Experiential Purchases Foster Social Connectedness

Amit Kumar, Cornell University, USA
Thomas Mann, Cornell University, USA
Thomas D. Gilovich, Cornell University, USA

We demonstrate that experiential purchases foster social connection more than material purchases. Consumers feel more connected to those who have made similar experiential purchases. After reflecting on experiential purchases, they also feel more connected to people in general, are more likely to engage in social activities, and act more prosocially.

11-D: Interpreting Financial Consumption Experiences: The Case of British-Muslims

Ahmad Jamal, Cardiff University, UK
Akmal Hanuk, Islamic Banking and Finance Institute, UK
Omer Rana, Cardiff University, UK

Focus group sessions were conducted to explore meanings that financial consumption experiences hold for British-Muslims. Conventional and Islamic banking experiences based on personal standards and religious ideals are discussed. Participants negotiate conflicts using coping strategies to deal with guilt that pervade. Findings offer several points of contribution to future research.

11-E: Protections Against Agent Opportunism: Customer Assumptions and Marketplace Realities

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Kent Grayson, Northwestern University, USA

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11-F: Mixed Messages: The Variability of Conspicuous Consumption Activity and Interpretations Based on Audience Familiarity

Daniel Sheehan, Georgia Institute of Technology, USA
Sara Dommer, Georgia Institute of Technology, USA

As conspicuous consumption is simply a signal to others, characteristics of the audience will likely influence the message’s reception and interpretation. Three studies demonstrate that people are more (less) likely to engage in conspicuous consumption in the presence of strangers (friends), yet a stranger’s consumption is perceived as less genuine.