Your Fake Smile Hurts My Heart: the Effect of Employee Authenticity and Manipulative Intent on Customer Perceived Value and Satisfaction

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Employee authenticity enhances customer perceptions of economic value, whereas employee manipulative intent can damage relational and economic value. Customer satisfaction depends equally on relational and economic value. These findings suggest that relationships do matter, highlighting the importance of relational value and authenticity in interactions with customers.

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This work is copyrighted by The Association for Consumer Research. For permission to copy or use this work in whole or in part, please contact the Copyright Clearance Center at http://www.copyright.com/.
**Economic Versus Social Influence Tactics in a Retail Setting**

Ray Lavoie, University of Manitoba, Canada
Kelley Main, University of Manitoba, Canada
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This research explores the nature of money by juxtaposing the effectiveness of tipping with social influence tactics. We suggest that consumers can manage the level of service they receive and their relationship with a server. Moreover, the effectiveness of the two influence tactics is moderated by the timing of delivery.

**The Interplay of Form Design and Innovativeness on New Product Evaluation**

Sangwon Lee, Ball State University

This paper examines the moderating roles of form design and innovativeness on new product evaluations. Results from the three experiments demonstrate that form design and innovativeness jointly determine the customer assessments of the new products and form design of an innovative product matters more to the experts than novices.

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**Forgiving Celebrities with Ethical Transgressions: The Role of Parasocial Relationships, Ethical Motivation and Regulatory Focus Mindset**

Seung Hwan (Mark) Lee, Colorado State University, USA
Travis Simkins, University of Wyoming, USA
Sean Luster, Colorado State University, USA

People with a strong (vs. weak) parasocial relationship with a celebrity were more forgiving after a protective-intent motivated transgression. Promotion-focused individuals with a strong parasocial relationship in AI condition were more forgiving than prevention-focused individuals. In negative parasocial relationships, promotion-focused (vs. prevention) individuals were more forgiving towards a PI-motivated transgression.

**Detecting and Comparing the Hidden Information and the Hidden Action Problems: Decision Difficulty in Asymmetric Information Markets**

Jennifer J. Lee, Binghamton University
Subimal Chatterjee, Binghamton University

We investigate decision difficulty in markets with asymmetric information where sellers hide information (a product’s true quality) or actions (how much quality they provide). We find that, although the hidden action problem is recognized to be less controllable than hidden information, it is found to be an easier decision.