Does Helping Help You Feel Good? the Answer Depends on Cultural Orientation

Hyewon Cho, University of Illinois at Urbana-Champaign, USA
Sharon Shavitt, University of Illinois at Urbana-Champaign, USA

Building on culturally distinct conceptualizations of helping (obligation vs. choice), this research focuses on the emotional consequences of helping others. We demonstrate that whether helping provides an emotional boost depends on cultural orientation, which determines whether people attribute helping to personal choice and, thus, to one’s personal character.

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The Moderating Effect of Temporal Distance on Partitioned vs. Combined Pricing
Jungsil Choi, Cleveland State University, USA
Dorcia Bolton, Cleveland State University, USA
Kevin Flynn, Cleveland State University, USA

This study assesses the effect of the situational factor temporal distance on the attractiveness of partitioned pricing relative to combined pricing. The results suggest that partitioned pricing was more attractive than combined pricing in the distant condition because people engage in more global (vs. local) processing.

Does Corporate Nationality Matter for Consumer’s Sense-Making of CSR? The Roles of Consumer Attribution, Cultural Orientation, and CSR Duration
Jungsil Choi, Cleveland State University, USA
Young Chang, University of Wisconsin - Whitewater, USA
Myoung Gyun Jang, Sogang University, South Korea

This work deals with how consumers develop their attribution of the firm’s CSR motives in terms of firm nationality and how the attribution and subsequent attitudes toward the firm are moderated by cultural orientation (collectivism and individualism).

Savoring and Preferences for Improving Sequences
Charlene K. Chu, UCLA Anderson School of Management
Suzanne B. Shu, UCLA Anderson School of Management
Stephen A. Spiller, UCLA Anderson School of Management

This research examines the widely proposed, yet previously untested idea that savoring underlies preferences for improving sequences. By weakening preferences for improving sequences using experimental and natural manipulations of savoring, we provide support for a savoring account of preferences for improving sequences.

The Influence of Sharing versus Self-use on the Preference for Different Types of Promotional Offers
Shih-Chieh Chuang, National Chung Cheng University, Taiwan
Yin-Hui Cheng, National Taichung University Of Education, Taiwan
Chao-Feng Lee, National Chung Cheng University, Taiwan
Sun-Pan Chen, National Chung Cheng University, Taiwan

Much of the existing work on preference in promotional offers focuses on self-use purchases rather than those made to share with others. Three studies demonstrate that consumers are likely to choose a price discount for self-use, but a significant preference for a bonus pack when purchasing to share with others.