Economic Versus Social Influence Tactics in a Retail Setting

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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.

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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.

Your Fake Smile Hurts My Heart: The Effect of Employee Authenticity and Manipulative Intent on Customer Perceived Value and Satisfaction
Juyon Lee, Seoul National University, Korea
Jongseii Yi, Seoul National University, Korea
Kiwan Park, Seoul National University, Korea
Youjae Yi, Seoul National University, Korea

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.

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.