The Effect of Anticipated Firm Interaction on Consumer Evaluations of the Firm

Ashesh Mukherjee, McGill University, Canada
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We show that consumers with prior negative evaluations adjust their final evaluations upward when anticipated firm interaction is high. The mechanism underlying for positivity effect is perceived threat. In contrast, past research has shown a negativity effect when consumers expected to discuss with others whose views contradict to their view.

[to cite]:

[url]:
http://www.acrwebsite.org/volumes/1017283/volumes/v42/NA-42

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To Deliberate or Not? The Role of Regret Salience and Deliberation on Valuation

Dionysius Ang, INSEAD, France
Enrico Diecidue, INSEAD, France

In the face of highly consequential decisions with difficult trade-offs, common sense suggests that careful deliberation is essential. Our studies show that while deliberation reduces self-reported regret, it also causes overvaluation of the preferred option. Thus, by deliberating, consumers might be paying a price for reduced feelings of regret.

Customers’ Responses to Service Failures:
The Interactive Effects of Self-Congruence and Coping Strategy

Tyson Ang, Southern Illinois University
Shuqin Wei, Texas A&M University - Central Texas

We investigate the interactive role of self-congruence and customer coping in service failure encounters. We found that, when using problem-focused coping, customers having actual self-congruence with the service perceive lower levels of service failure severity. However, customers with actual or ideal self-congruence perceive failure severity similarly when using emotion-focused coping.

Coping with Genetic Risks:
Effects of Individual Differences in Decision Making for Genetic Testing

Makbule Eda Anlamlier, University of Illinois at Chicago, USA
Tarcan Kumkale, Koc University, Turkey

Genetic testing, as being promising health product, informs about vulnerabilities regarding certain illnesses including cancer before emergence, but individuals may refrain from learning their risks. Despite negative effects of high anxiety, cancer anxiety is detected as a motivational factor on taking genetic test, whereas health information avoidance impedes its influence.

Power and Status in Consumer Communities:
Some Insights from a Netnographic Study of Luxury Timepiece Collectors

Navdeep Athwal, Warwick Business School, University of Warwick, UK
David Arnott, Warwick Business School, University of Warwick, UK

This research explores a novel function of collecting behaviour, revealing that collecting high-end timepieces plays an important role in signalling power, status, and rank in this internationally renowned, hybrid (online and offline), luxury timepiece enthusiast community.

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Online Advertising: The Effect of Website Type on Attitude towards the Ad

Sumitra Auschaitrakul, McGill University, Canada
Ashesh Mukherjee, McGill University, Canada

We show that consumers reported lower (higher) advertising attitude when seeing ads displayed on social website, compared to commercial website. The mechanism underlying for this negative reaction is perceived incongruence. This research makes a contribution by investigating the effect of website type on attitude towards the ad.