What Is It? How Does It Work? Why and How Consider the Curiosity As a Main Concept For Research on Interactive Consumer Decision Aids. Application With a Virtual Fitting Room.

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This research highlights the relevance of the curiosity concept in Interactive Consumer Decision Aids research. Results show that specific curiosity about the product is increased by the presence of a Virtual Fitting Room and by the diversive curiosity. The latter effect is mediated by the specific curiosity about the VFR.

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“What Is It? How Does It Work?”
Why and How Consider the Curiosity as a Main Concept for Research on Interactive Consumer Decision Aids. Application with a Virtual Fitting Room

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How Causal Locus Affects Consumers’ Emotions
When Co-Production Results are Unsatisfactory?

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Consumer participation in the production process has many positive consequences, but what happens when the co-produced service turns out to be unsatisfactory? This working paper shows that co-production may reduce the self-serving bias by making consumers feel responsible for negative outcomes even when the failure causal locus is uncertain.

Consumer Behavior in Crowding Situation

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Faten Malek, Assistant Professor, France
Ons Belaid, IHEC

This article deals with the effect of crowding on consumers’ behavior. The authors try to determine with a qualitative study the variables causing the sensation of crowding (Antecedents), and to understand the reactions of consumers in retail crowding. Our study aims to a better understanding of customer responses to crowded density in a retail store. It tries to identify how people in a high contact culture react to different levels of crowd density in a clothing sales store. A qualitative study using a semi-structured interview guide was conducted with 40 women, aged between 18 and 65 years old, had been interviewed in different ready-to-wear stores. Data analysis revealed that crowd density yields to negative attitudinal and behavioral responses (malaise, loss of control …). Besides, the study findings prove evidence to the inverse U shaped relationship between human density and individual’s satisfaction. Extremely crowded and extremely un-crowded conditions generate the undesirable states of over and under arousal (Eroglu et al., 2005) even in a high contact culture.

Memory Protection Now Versus Memory Refreshment Later:
The Effect of Time on Memory Goals

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Priyali Rajagopal, University of South Carolina, USA
Katina Kulow, University of South Carolina, USA

Research has shown that people avoid repeating special experiences in an attempt to protect their memories of these experiences. We propose that time moderates this effect, such that special experiences are protected in the short term, but are repeated as a means to refresh memories in the long term.

Baby Hacking: The Trend of Surveillant Seduction in Child Consumer Socialisation

Shona Bettany, University of Westminster, UK
Ben Kerrane, Manchester Business School, UK

This paper seeks to understand, and theorise the development of the self as seeking surveillance through engagement with hacking technologies using the case of a range of new, highly commodified mass market technologies aimed at new, and aspiring parents.