The Influence of Vertical Product Positions on Consumer Judgment
Jooyoung Park, Peking University HSBC Business School, China
William Hedgcock, University of Iowa, USA

The present research investigates the influence of vertical product position on consumers' metacognitive experiences and judgments. Three studies showed that people felt right and thus became more certain about their judgments when product locations matched their internal judgments (i.e., more preferred products were located at a higher space).

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The Influence of Reward Progress Rates, Program Magnitudes, and Step Sizes of Reward Programs on Consumer Choice

Sehoon Park, Sogang University, South Korea
Moon-Yong Kim, Hankuk University of Foreign Studies, South Korea
Jane Park, University of South Carolina, USA

We examine whether (1) the effect of program magnitude on choice between utilitarian and hedonic rewards varies depending on the presence or absence of unambiguous step sizes; and (2) the interactive effects of program magnitude and the presence or absence of step sizes on choice differ according to the reward progress.

Impact of Intrinsic Value of Customer Co-creation in Service Recovery

Joohyung Park, University of South Carolina, USA
Sejin Ha, University of Tennessee

Impact of intrinsic value of co-creation of recovery on satisfaction with service recovery was examined. An online scenario-based experiment indicated consumers who found the co-creation experience enjoyable are more satisfied. Also, intrinsic value of co-creation has stronger effects when resulting outcome was not favorable and when compensation was offered.

Lay Theories of Time

Vanessa Patrick, University of Houston, USA
Melanie Rudd, University of Houston, USA
Mahdi Ebrahimi, University of Houston, USA

People have lay theories of time which guides their behaviors and feelings. We found that some people believe that busyness makes their lives more meaningful, busy people achieve more, and they shouldn’t volunteer if they are busy. We also found that such theories have negative consequences for behaviors and feelings.

The Unwritten Rules About Breaking the Rules: “Cheating” and the Emergence of Competing Practices in Consumer Collectives

Nicholas Pendarvis, University of South Carolina, USA
David Crockett, University of South Carolina, USA

This research explores the emergence of competing practices the context of a popular online gaming community. The contested role of User-created/modified game accessories in community status competition is explored using both practice theory and netnographic data collection techniques. The social consequences for the emergent competitive practices are discussed.

Examining Chinese Consumers’ Intention to Purchase Luxury Group Package Tours

Norman Peng, University of Westminster
Annie Chen, University of Westminster

The top 3% of travelers in the world represent 20% of the total tourism expenditure. The purpose of this paper is to examine tourist’ intention to participate in luxury group package tours (LGPTs) and its marketing implications to tourism product providers through a modified value-attitude-behavior model.