Surprise! Purchase Type Determines Whether Expectation Disconfirmation Is Fun Or Upsetting.

Lily Jampol, Cornell University, USA
Tom Gilovich, Cornell University, USA

We argue through 5 different studies, that surprises can be fun or upsetting depending on the purchase context. Specifically, we argue that purchase ‘surprises’ (deviations from expectations) are better tolerated, interpreted more positively, and actually preferred by consumers in the context of experiential purchases rather than material purchases.

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**U.S. Multicultural Marketing: Towards an Ethnic Identity Scale**

J.P. James, Rutgers University, USA

Segmentation by ethnic identity presents an emic and subjective method to examine U.S. multicultural consumer behavior relative to targeted marketing communications. This study proposes a scale of ethnic identity - inspired by Hofstede’s Dimension of Culture but draws on Self-Identity Theory, tested against the Theories of Intercultural Accommodation and Social Class.

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**Why “Reward Both” (vs. “Reward Me”) Referral Schemes are More Likely to Succeed for Experiential vs. Material Purchases**

Hyunkyu (Sean) Jang, University of Texas at Austin, USA
Raj Raghunathan, University of Texas at Austin, USA
Julie Irwin, University of Texas at Austin, USA

Purchase type (material vs. experiential) moderates effects of reward schemes (Reward Me: reward only recommenders; Reward Both: rewards recommender and recipient) on the referral likelihood. For material purchases, referral likelihood does not differ between the two schemes; for experiential purchase, referral likelihood is greater under Reward Both (vs. Reward Me).

**The Role of Brand Prominence on Consumer Perceptions of Responsible Luxury**

Catherine Janssen, IESEG School of Management, France
Joëlle Vanhamme, EDHEC Business School, France

Recent literature suggests that consumers do not necessarily perceive luxury and CSR as compatible. This research investigates the effect of brand prominence on consumers’ attitudes toward responsible luxury brands and evidences a dual mediation process through consumers’ CSR beliefs and perceived congruity between consumers’ personality and that of the brand.

**The Ron Burgundy Effect: Exploring Differences Between Actors and Characters on Endorsement Effectiveness**

Jennifer Jeffrey, Western University, Canada
Matthew Thomson, Western University, Canada
Allison R. Johnson, Western University, Canada

Advertisers have revived the practice of using fictional characters as product endorsers. In this research we argue that consumers feel more intimately connected to their favoured characters than they do favoured actors, which results in less updating when presented with new information. Potential benefits of character endorsement are discussed.

**The Influence of Category Frame on Budgeting**

Miaolei Jia, National University of Singapore, Singapore
Xiuping Li, National University of Singapore, Singapore
Leonard Lee, National University of Singapore

The budgets consumers set for consumption domains are important to their decision. In this research we find that if consumers set budgets directly for an overall category, the budget will be smaller than if they budget for subcategories first. The moderator such as category complexity is also tested.