An Eye Tracking Study of Actual and Lay Theories of Gender Differences in Form and Function Trade-Off

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Using advanced eye-tracking equipment, we found that shopping in private makes males to pay more attention to both product form and function than females. Interestingly, shopping for friends makes males (female) focus more on form (function) for friends of females (males) than friends of males (females).

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Just For Fun? Constructing Self Through Selfies
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This research examines the interrelationship between self-construction and the culture of Selfie. We show that through Selfies, consumers construct an ideal self, extended self, authentic self, and reaffirm sense of self. Selfies are a new form of self-identification and expression that reflects the growing democratization of self-construction in social media.

Upward Intergenerational Influences on Parents’ Innovativeness and Innovative Behavior in Single-Child and Non-Single-Child Families
Jianping Liang, Sun Yat-sen Business School, Sun Yat-sen University, China
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This paper found the upward intergenerational influences, even controlling for the peer and spousal influences. Parents’ innovativeness mediated the influences of young adult children, spouses and friends, and had a positive impact on innovation tendency and behavior. However, single- vs. non-single-child families had totally different patterns of upward intergenerational influences.

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Strategic Alliances in CRM: When and With Whom to Ally? The Effects of CRM Alliances on Consumer and Financial Markets
Chien-Wei (Wilson) Lin, Hartwick College, USA
Qi Wang, SUNY Binghamton, USA

Three studies investigate the impact of two types of strategic alliances in CRM: within- and cross-industry CRM alliances. Findings discover differential impacts of two types of CRM alliances on consumer and financial markets, and reveal the conditions under which within-industry alliances are more effective than cross-industry alliances and vice versa.

Waste in Consumption—Who Does It?
Ying-Ching Lin, National Sun Yat-sen University, Taiwan
Chu-chie Angela Chang, Simmons College, USA
Siao-Ting Huang, National Dong Hwa University, Taiwan

This research examines what types of consumers are more likely to waste resources and the circumstances in which waste in consumption is more pronounced. The empirical findings show that environmental consciousness, as well as the purchase of green products, is associated with waste in consumption.