Buy Less, Buy Better: Consumer Response to Green Demarketing Strategies

Brandon Reich, University of Oregon, USA
Catherine Armstrong Soule, University of Oregon, USA

The research explores consumer response to a new type of demarketing, green demarketing (GD). GD refers to a message strategy whereby a firm encourages consumers to buy less at the category level through purchase of the firm’s brand. Positive consumer response may depend on the firm’s perceived motive to demarket.

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I Get by With a Little Help From my Friends:  
The Impact of Stress and Spending Self-Control on Social Connectedness Products

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Consumers experience fluctuating levels of stress in their daily lives, which may influence their product evaluations. We demonstrate that stress increases attraction toward products symbolic of social connectedness—specifically, for consumers with high levels of spending self-control.

Ethical Mindsets and Moral Transgression Classification:  
When Cleansing Licenses Consumer Indulgence

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This research explores boundary conditions for the impact cleansing has on indulgent consumer choices. We show that cleansing’s ability to license indulgence is contingent upon both the type of moral transgression as well as the consumer’s ethical mindset.

Buy Less, Buy Better:  Consumer Response to Green Demarketing Strategies

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From Stress to Fun - How Life Transitions Predict the Likelihood of  
Choosing Novel Food Brands and Changing Preferences

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Claudia M. Haase, School of Education and Social Policy, Northwestern University  
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Older consumers are often neglected as target group because they are considered brand loyal. Findings from an online survey of older consumers show that life transitions predict a higher likelihood to choose novel brands (using a real product-choice paradigm), especially if these transitions are considered positive.

Auditory Feedback and the Online Shopping Experience

Ryann Reynolds-McInlay, Temple University, USA

The present research proposes that the presence of auditory feedback increases satisfaction with the shopping experience, confidence in the retailer, and the likelihood to return to the retailer and make a purchase in the online shopping context. The effect is moderated by the amount of feedback and pitch.

Taking a Gamble on Life: Consumer Risk Seeking for Experiences

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Sommer Kapitan, University of Texas at San Antonio, USA  
David H. Silvera, University of Texas at San Antonio, USA

Previous literature has found general risk aversion for positive outcomes. But the current work examines how consumers are risk seeking for experiential purchases, and the ideas of Prospect Theory seem to only apply to material objects. This effect is explained through a focus on time versus money across purchase types.