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.

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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

Tracy Rank-Christman, Rutgers University, USA  
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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.

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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.

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

Martina E. Reitmeier, TUM School of Management, Technische Universitaet Muenchen  
Claudia M. Haase, School of Education and Social Policy, Northwestern University  
Jutta Roosen, TUM School of Management, Technische Universitaet Muenchen

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-McIlhany, 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

Sarah Roche, University of Texas at San Antonio, USA  
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.