Sunk Search Costs and the Perceived Value of Information

Nathan Fong, Temple University, USA
SangSuk Yoon, Temple University, USA

How does the cost of acquiring information affect the degree to which a decision maker relies on the associated information? We demonstrate the existence of a sunk search cost effect, by which decision makers put more weight on costly information, even when the costs are transparently arbitrary.

[to cite]:

[url]:
http://www.acrwebsite.org/volumes/1018019/volumes/v42/NA-42

[copyright notice]:
This work is copyrighted by The Association for Consumer Research. For permission to copy or use this work in whole or in part, please contact the Copyright Clearance Center at http://www.copyright.com/.
Sunk Search Costs and the Perceived Value of Information
Nathan Fong, Temple University, USA
SangSuk Yoon, Temple University, USA

How does the cost of acquiring information affect the degree to which a decision maker relies on the associated information? We demonstrate the existence of a sunk search cost effect, by which decision makers put more weight on costly information, even when the costs are transparently arbitrary.

Negative Information and Self-Referencing: Reviving the Sleeper Effect
Adrienne Foos, University of Manchester, United Kingdom
Kathleen Keeling, University of Manchester, United Kingdom
Debbie Isobel Keeling, Loughborough University, United Kingdom

This research examines the potential for negative information and self-referencing to influence persuasion. It is predicted that the order of positive/negative message presentation and self-referencing impact the sleeper effect. The first experiment supports the significance of ordering, and the second suggests the importance of further research of self structures.

When We See the Forest: Value-for-Money Contrast in Cross Category Referencing
Weixing Ford, University of Houston, USA
Parthasarathy Krishnamurthy, University of Houston, USA

This research explores whether thinking about something from a different and unrelated product category, i.e. cross category referencing (CCR), can influence consumers’ decision-making. A mediation analysis shows that the value for money contrast between the focal product and the cross category referent mediated the observed CCR impact on choice.

Treasure Hunting in a Mess! The Positive Un-categorization Effect on Choice Evaluation
Leilei Gao, The Chinese University of Hong Kong, China
Tao Tao, The Chinese University of Hong Kong, China

This research identifies the treasure hunting effect induced by un-categorized choice sets. In two studies, we demonstrate that un-categorized choice sets would increase the enjoyment of shopping experience, which in turn increase choice evaluation. Further, ideal point availability moderates the valence of this un-categorization effect.

Reinventing the Wheel: An Investigation of Social Equity in Bike Share Programs
Kristin Gavin, Villanova University, USA
Aronte Bennett, Villanova University, USA
Anna Katena, Drexel University

Often subsidized with public funds, it is expected that bike share programs be socially equitable; this expectation has yet to be examined empirically. We suggest social equity indicators that can be used to evaluate bike share programs. The indicators are then applied to assess programs in 3 U.S. cities.

A Model of Source Similarity Impact on Purchase Intention for Online Reviews
Charles Gengler, American University of Sharjah
Daniel Howard, Southern Methodist University, USA
Liwei He, Baruch College, USA

Online reviews are a major form of consumer-to-consumer communication. We develop and demonstrate a model of how perceived similarity with a consumer posting a review online will drive the persuasiveness of that review. The model is tested using the names of reviewers as stimulus to manipulate similarity.