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Customer-To-Customer Interaction, Service Satisfaction and Cultural Differences: an Affective Approach

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Other customers can lighten up or destroy a service experience. A survey and two experiments show that affect mediates the relationship between relevant customer-to-customer interaction and service satisfaction, and this effect is amplified for other customers having the same cultural background.

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Decision by Sampling And Better/Worse-Than-Average Effects

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We offer and test a new account, based on a decision process-level theory called Decision by Sampling, of understanding the psychology underlying people's tendency to believe that their ability to perform a certain task is better [worse] than average on easy [hard] tasks.

Affect- or Others-as-Information? The Influence of Affect on Judgment across Cultures

Lee Hasidim, Ben-Gurion University of the Negev, Israel
Hila Riemer, Ben-Gurion University of the Negev, Israel

We explore cultural differences in the effects of mood and norms on judgment. Results show that mood influences individualists but not collectivists. In the presence of norms, however, mood influences collectivists but not individualists, and norms influence individualists but not collectivists. We discuss a possible explanation and suggest future directions.

Customer-to-Customer Interaction, Service Satisfaction and Cultural Differences: An Affective Approach

Marloes Heijink, Hong Kong Polytechnic University, China
Yuwei Jiang, Hong Kong Polytechnic University, China
Gerald J. Gorn, Hong Kong Polytechnic University, China

Other customers can lighten up or destroy a service experience. A survey and two experiments show that affect mediates the relationship between relevant customer-to-customer interaction and service satisfaction, and this effect is amplified for other customers having the same cultural background.

Effects of Ego Depletion on Information Search and Product Assessment

José Mauro Hernandez, Centro Universitário da FEI, Brazil
Frank Kardes, University of Cincinnati, USA

Three experimental studies show that depleted individuals make more favorable product evaluations than non-depleted individuals when searched information is negative. Even when alerted of their condition, depleted individuals did not adjust their product evaluations. Perceived information sufficiency was shown to mediate the influence of ego depletion on product evaluation.

Haptic Product Configuration: The Influence of Multi-Touch Devices on Experiential Consumption and Sales

Christian Hildebrand, University of St. Gallen, Switzerland
Jonathan Levav, Stanford University, USA
Andreas Herrmann, University of St. Gallen, Switzerland

Based on a large-scale field study and a series of experiments (in both field and lab settings), we show that the use of multi-touch devices promote the choice of more hedonic, affect-rich product features and renders consumers' product configuration experience as less instrumental and more experiential.

The Influence of Emotional Responses on Service Recovery Efforts

Krista Hill, Bridgewater State University, USA
Jennifer Yule, Northeastern University, USA

This study examines whether the type of service recovery consumers prefer is influenced by their emotional state. Participants were randomly assigned to either a worry or anger condition and subsequently provided with a cognitive or affective recovery. Results revealed worried participants prefer affective recoveries, while angry participants prefer cognitive recoveries.