Investigate the Gender Difference in Customer Relational Bonds and Loyalty

Chi Hsun Lee, professor, Department of Business Management, National United University, Taiwan, R.O.C.

Etta Y. I. Chen, Assistant professor, College of Management, Yuan Ze University, Taiwan, R.O.C.
Jui Lien Su, Doctoral Candidate, College of Management, Yuan Ze University, Taiwan, R.O.C.

This paper discusses how service providers apply the three types of relational bonds (stimulus) to influence customer trust and perceived switching costs (organism) and ultimately promote customer loyalty (response).

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The Effects of Subjective Probability Estimates on Consumer Evaluation of Advertising Messages

Ohyoon Kwon, Department of Advertising and Public Relations, Keimyung University, Korea
Jung-Ah Lee, Department of Psychology, Korea University, Korea
Eunji Lee, Department of Psychology, Korea University, Korea
Jangho Moon, Department of Public Relations & Advertising, Sookmyung University, Korea
Tae Rang Choi, Stan Richards School of Advertising and Public Relations, The University of Texas at Austin, USA

This research investigates the effect of estimated probability on attitudes toward advertisements and behavioral intentions. Results indicate that when individuals estimate that an event is less (more) likely to occur to them, a desirability-focused (feasibility-focused) ad message associated with the event is more persuasive than a feasibility-focused (desirability-focused) ad message.

Seize the Deal, or Return It Regretting the Gift You Lost: The Effect of Gift-With-Purchase Promotions on Product Return Intentions

Shinhyoung Lee, Seoul National University, Korea
Youjae Yi, Seoul National University, Korea

A gift-with-purchase promotion negatively influences consumers’ product return intentions by making people stick to the “good deal.” These findings suggest that sales promotions involving free gifts increase attitude toward the deal and hesitation to return a product, and consequently decrease product return intentions.

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The Impact of Large versus Small Menu Size on Calorie Estimation

Yong Kyu Lee, York College, City University of New York, USA
Junghyun Kim, Virginia Tech, USA
Paul Herr, Virginia Tech, USA

In this research, we propose that the number of items on a food menu systematically influence consumers’ calorie estimation. We demonstrate that consumers estimate a food item’s caloric content as greater when presented in a large (in terms of number of items) menu than in a small menu.

Too Concerned to Commit: The Effect of Privacy Concerns on Consumers’ Preference For Flexibility

Jiyoung Lee, University of Texas at Austin, USA
Andrew Gershoff, University of Texas at Austin, USA

We propose that heightened privacy concerns lead consumers to seek flexibility, in an attempt to protect their sense of control. Our studies demonstrate that when consumers have high privacy concerns, they are more likely to prefer flexible options, which gives them control over their future decisions, despite the costs.