How Embarrassing For You (And Me): the Nature of Vicarious Embarrassment

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Although embarrassment is regarded as a social phenomenon, vicarious embarrassment remains unstudied in consumer research. Vicarious embarrassment is the emotion observers feel when witnessing an embarrassing event. Thus observers cause, but also are affected by, embarrassment. We introduce blame as a causal mechanism behind vicarious embarrassment.

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Probability-Based Loyalty Programs Increase Motivation
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We demonstrate and then discuss why consumers are less motivated in a traditional loyalty program (where a certain number of actions must be completed before the reward is obtained) than a probability-based loyalty program (where there is some non-zero probability of obtaining the reward after every action).

A Harmony of the Senses: The Interaction of Sound and Smell in Consumer Memory and Choice
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Research has documented the influence of modality-specific sensations (e.g., auditory and olfactory cues) on consumer preferences. However, we argue that consumers exposed to incongruent sensory stimuli will discount subsequent sensory information from other modalities. Specifically, we find that incongruent brand-names reduce the impact of scent on consumer memory and choice.

When Enhancing Human Traits is Dehumanizing, and What to do About It
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Consumers who use a brain-enhancing device (tDCS) are perceived as less human than consumers who enhance the same traits using non-technological means, even when the enhanced traits are central to human nature. We explore the marketing implications of this dehumanization effect and show how it can be reversed.

Cowgirls: A Gendered Western Lifestyle
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Ownership and mastery of a horse are the central narrative elements that connect horsewomen who self-identify as cowgirls to Wild West mythology. Our research describes how Western mythology, long-term experience with horses, and the microculture of Western horse sports, create a crucible where traditionally masculine and feminine qualities – tough and tender – can be fully integrated into feminine identities.

Real or Counterfeit? Drivers, Deterrents and Coping Mechanisms Against Online Consumer Deception
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Merchandise deception is the most common type of online fraud. This study joins evidences from consumers’ experience with deceptive counterfeits online with the reference literature on perceived risks, e-trust and online deception to develop a causal model linking determinants, deterrents and coping mechanisms of consumers exposed to online merchandise deception.