In two studies, we showed that nostalgia increased consumers’ likelihood of visiting local stores and spreading sWOM when they perceived national chains threatened the local stores. In an ongoing study, we extend our study by examining whether purchase activism mediates the effect of nostalgia on attitudes toward local brands.

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Playing Video Games as a Consumption Experience
Henri Kemppi, University of Turku, Finland

Conceptualizing the consumption experience in the context of video games requires connecting multiple lines of research across several disciplines. The main theoretical contribution is the inclusion of a more holistic view, where the possible influences of the devices used to consume the game content are also considered.

The Role of Other Customers during Self-service Technology Failure
Seo Young Kim, Seoul National University, South Korea
Youjae Yi, Seoul National University, South Korea

Lack of interpersonal contact is associated with a higher risk of failure of self-service technologies (SST), and thus, participation of other customers is especially meaningful during SST failure. We investigate two antecedents of customer helping during service failures - presence of others and tie strength - and suggest that the motive behind helping is self-centered rather than other-centered.

Nostalgia on Local Consumption Behavior
Young K. Kim, University of Iowa, USA
Jing (Alice) Wang, University of Iowa, USA
Catherine A. Cole, University of Iowa, USA

In two studies, we showed that nostalgia increased consumers’ likelihood of visiting local stores and spreading sWOM when they perceived national chains threatened the local stores. In an ongoing study 3, we extend our study by examining whether purchase activism mediates the effect of nostalgia on attitudes toward local brands.

Red Flag! The Effect of Fake Reviews on Consumer Evaluations
James Kim, University of Maryland, USA
Jared Watson, University of Maryland, USA
Amna Kirmani, University of Maryland, USA

Consumer review websites are flagging suspicious reviews to boost website credibility. We investigate the consequences of these flagged reviews on consumer evaluations of the brand and the website. Findings suggest that while consumers compensate for the flag on brand evaluations, such flags may harm website evaluations.

Cyber-Empathic Design:
A Framework for Mapping User Perceptions to Design Features via Embedded Sensors
Junghan Kim, State University of New York at Buffalo, USA
Dipanjan Ghosh, State University of New York at Buffalo, USA
Arun Lakshmanan, State University of New York at Buffalo, USA
Andrew Olewnik, State University of New York at Buffalo, USA
Kemper Lewis, State University of New York at Buffalo, USA

We propose a novel product design method – cyber-empathic design – that collects quantitative consumer-product interaction data using digital sensors embedded in products. By combining digital sensor data with methods from behavioral psychology, we provide theoretical insights on the role of actual product usage/interaction in driving user adoption of new products.